COIN MACHINE
market report
Begins on page 82

The Billboard

PRICE: 35 CENTS
ALL OVER THE WORLD

SEPTEMBER 30, 1957 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Cost-Income Ratio Cutting Juke Sales

Basic Changes at Operating Level Cue Silver Lining for Sales Dip Cloud

By BOB DIETMEIER

CHICAGO—Increases in costs have been outstripping increases in income for juke operators and the juke box industry is paying for it. Sales are running lower than at any time in the last eight years.

Far from all black, this year's sales dip is a cloud with a silver lining, since it appears to reflect basic change for the better taking place at the operating level.

Because of this basic change, the outlook for 1958 is for healthy improvement.

Fundamentally, the change is this. Sizable numbers of operators are only now beginning to pass along to their customers—the location owners—increases they have gotten in terms of increasing costs. Up until the time they manage to do this, they cut down on all expenses, including—this year for the first time in quantity—new equipment.

In addition, well-managed operations are expanding at the expense of part time, marginal or very small operators, most of whom have tightened up on their equipment buying this year more than usually.

On the one hand are operators who are retrenching in the face of continually spiraling costs in the easiest and most unprofitable ways possible. For example, instead of adopting judicious cost-cutting methods, new bookkeeping procedures to show up ways to cut costs more effectively, and at the same time passing increased costs to their customers in the form of adjusted commission arrangements, they stop altogether customary buying, stop replacing worn-out equipment and cut record costs below what is necessary for basic programming. These are small or marginal operators usually. They may operate from only several to as many as 25 machines.

On the other hand are the operators who are taking advantage of this retrenchment to expand. They are usually the larger medium-sized operators, with 60 to 90 machines.

It is felt that expansion by the latter group will be largely beneficial to the entire juke box industry since they operate on a more business-like basis.

But in the meantime the former group is taking its toll, this year at least, in the form of sliding juke box sales.

Music machine unit sales volume this year is running below 1956, the lightest manufacturing year up to now since 1949, and the prospects for this fall are for no more (if as many) units to be sold as were a year ago.

Estimates on the size of the sales skid range from as low as 4 per cent to as high as 15 per cent compared to last year.

Unless final quarter figures show extraordinary heavy buying — an eventuality that appears unlikely — this year will see fewer juke boxes sold than at any time in the last eight years.

Juke box production showed steady increases from 1949 thru 1955, at least partially as result of an expanding export business.

Last year estimated totals slid several percentage points, despite an export business which continued to boom. Altho some of the lack of sales may be attributed to lagging

(Continued on page 88)

SCANDINAVIA FERTILE FIELD FOR U. S. DATES

COPENHAGEN — Scandinavia has become the new hunting ground for talent scouts from TV, movies and record companies, with an odd set-up. The April-November period is the active one here, but so many American performers are touring and accepting bookings that local talent has been facing a work shortage. Consequently, many have signed for U. S. dates and with U. S. agencies, more than might normally wish to cross the Atlantic.

Schaller Brothers, top trampolin duo, and acrobat headliners Nita & Peppi, both favorites on the Stockholm-Oslo-Helsinki-Copenhagen circuit, are enroute to New York. Bookings include Radio City Music Hall, "Holiday on Ice" tour, and Ed Sullivan's TV show.

High-salaried U. S. acts, which once could get only brief dates at large outdoor spots, are now being booked for an average week-to-split week, both budgets and grosses having risen for imports. The Delta Rhythm Boys, longtime Swedish favorites, snagged the longest run of the season, a full month at the China Theater in Stockholm. Vaudeville is at a peak here and TV, which doesn't conflict because of limited viewing hours, is growing rapidly. There are 100,000 sets in Denmark, with 300 licenses issued daily for new ones.

Working out of Frankfort, Germany, and Rome, GAC-Hamid, MCA, Lew & Leslie Grade and other top agencies are advertising heavily in here, forcing European agents to follow suit in a trade paper boom.

Toiletry Products Lead Web TV to $250 Million Tune

Heavy Competition Spurs Rapid Boom With No Signs of Leveling

By BOB BERNSTEIN

NEW YORK — Toiletries as a product category is making its biggest TV splash this fall, leading all categories with a surprising 16½ hours of prime time each week out of a three-network total of 70 evening hours.

The virtues of six toothpastes, eight shaving creams and a 100-plus cosmetics are being extolled to the tune of some $250,000,000 this year on web TV, each company alloting an average of 50 per cent of its advertising budget for the purpose. In addition, another $100,000,000 is marked for spot TV.

Domestic sales of cosmetics are but a small part of the gross sales of the major toiletry firms, with foreign markets decidedly more lucrative in total. Thus it's remarkable that the toiletry industry should be pouring enough money into domestic TV this season to have moved it from the No. 4 product classification last October, with 10 weekly hours in nighttime TV, to the No. 1.

Rapid Boom

"Automotive business is untapped still, as far as TV is concerned," says one network veepee. "Food and beverage is due for a big increase when color becomes a rule rather than a luxury. Other categories seem to have reached a plateau or saturation point. But the toiletry boom has been inexplicably rapid with no sign of leveling off."

Two landmarks in TV pointed the way, the Hazel Bishop success with "This Is Your Life" and the Revlon triumph with "The $64,000 Question." Each sent competitors scampering into web buys and the flurries stretched into year-round snowdrifts. Today, CBS-TV has six hours, ABC-TV three hours and NBC-TV seven-and-a-half of toiletry sponsorship, discounting one-shot specials and upcoming buys like the Helena Rubenstein-Sid Caesar merger.

Also uncounted but tangent to toiletries are the Remington, Schick and J. B. Williams entries into lotions as well as electric shavers; the antiseptic which, taken at their word, are drugs or remedies; and the scattered spots which Lever Bros. and Procter & Gamble have scheduled amid shows devoted to detergents.

(Print media aren't benefitting by the splurge, while radio is getting at least pleasant financial echoes, especially from smaller and newer companies, such as Diversified Cosmetics of America, Consumer Drug Corporation and Tint 'n Set, Inc.)

Foods and Beverages

Food and beverage, which as a class accounted for 14 evening hours last fall, ranks second this season with 12½, while automotive and accessory slipped from 10¼ hours in the 1956-'57 to 9¾ for 1957-'58, holding fourth place. Home and building moved from 8½ to 11 hours to occupy third place. Cigarettes and tobacco has risen from 7 to 8½ hours and fifth place. Drugs and remedies, cleansers and polishes and the miscellane-

(Continued on page 3)

'200' Box Top Buyers' Choice

CHICAGO—The 200-selection juke box is winning friends (location owners) and influencing people (operators) everywhere, according to the 1957 Coin Machine Market Report which appears in this issue.

On a national basis, two out of three operators have bought more 200's this year for the first seven months of the year than any other type machine.

On a regional basis, operators in States south of the Mason-Dixon Line are swinging to the 200's more slowly than anywhere else.

Operators in the Pacific States—Oregon, Washington, California—have picked the 200's more, according to the report, than have operators from any other region. In these States, nearly nine out of 10 operators have bought more 200's than any other machine.

NEWS OF THE WEEK

Even Biggest Advertisers Must Keep Fluid in Network TV . . .

Even the biggest network TV advertisers can't afford to keep status quo, warns the executive veepee of R. J. Reynolds. Constant re-evaluation is a must in light of a serious shrinkage in frequency of impact and spiraling costs. . . . . Page 2

Col to Factory Branches In Major Distribution Overhaul . . .

Columbia Records this week completed a major conversion of its distribution set-up. The firm has switched to factory branch operation in market areas representing at least 60 per cent of over-all industry sales volume. . . . . Page 16

Cap in Heavy October Drive; 20 LP's, Stereo Unit Featured . . .

Capitol Records has unveiled a three-pronged sales and merchandising program for October, encompassing special "Christmas in Hi-Fi" promotion, the debut of a stereo tape playback unit and a unique company sales contest. Twenty new albums comprise October line-up with minimum order of $250 qualifying dealers for deferred billing. Twelve pop, seven classical and one sound track album comprise package release. . . . . Page 16

DEPARTMENTS AND FEATURES

Amusement Games	98	Music Pop Charts—	
Aud.-Arena	64	Album Buying Guide	30
Carnival	72	Honor Roll of Hits	45
Circus	70	Best Seller Lists	46
Coming Events	81	Tips on Coming Tops	56
Classified Ads	78	Parks & Pools	68
Coin Machine	82	Pipes	77
Coin Machine Market	95	Radio	16
Fairs & Expositions	69	Rinks	68
Final Curtain	67	Routes	66
General Outdoor	61	Television	2
Letter List	76	TV Film	8
Merchandise	77	TV, TV Film Reviews	12
Music	16	Vending Machines	93
Music Machines	86		

Explore New Pitch Twist

NEW YORK—Helena Rubenstein, Inc., has undertaken a survey of toiletry and cosmetic commercials in network TV, in order to come up with something different for its sponsorship of Sid Caesar and Imogene Coca, starting January 26. "So far, the girls look too pretty and they're all the same age," says Mme. Rubenstein. "We'll change that."

As for program content, Caesar was about to spill some of the beans at a press conference here when the beauty expert interrupted with "Don't give away anything. Make them wait; that's what I'm doing."

GRAY, OF R. J. REYNOLDS, OPENS FIRE ON TV WEBS

Shrinking Impact, High Costs, Rigid Pacts, Repeats Cry for Revisions

ASHEVILLE, N. C.—Even the biggest network TV advertisers "cannot afford to keep any sort of status quo" in TV today and are re-evaluating the medium in light of a serious shrinkage in frequency of impact, spiraling costs of shows and facilities, lack of emergency flexibility in long-term commitments and summertime film repeats which are "forcing away a good part of their following."

This blunt warning was issued to the TV industry last week by Bowman Gray, executive vice-president of giant R. J. Reynolds, an advertiser which, by the end of this year, "will have sponsored 4,785 telecasts for an expenditure of over $90,000,000 since 1948."

Addressing a regional meeting of the National Association of Radio & Television Broadcasters here, Gray pointed out that R. J. Reynolds today is spending more than ever in TV — and feels it is getting less for it.

"In 1954," he said, "we sponsored 40½ commercial minutes of network television every two weeks. In 1957, this commercial exposure has been reduced to 24 minutes every two weeks. In other words, we are spending 23 per cent more money for 39 per cent fewer commercials."

Frequency Rub

Since this tended to equalize in terms of bulk commercial impressions, Bowman admitted, this wasn't what really worried Reynolds. "There is another side to this picture with an advertiser like ourselves and that is frequency of impact," he said. "Cigarettes are one of the few commodities that are bought almost every day, and a substantial reduction in frequency hurts us where we live."

As a parallel to shrinking frequency Bowman pointed to the relationship of what he termed "the cost of the average half-hour nighttime program (time and talent) to the available TV homes as represented by the coverage of the average line-up." This, too, is not improving for Reynolds. "There is an ever-increasing competition in many of these markets for this potential audience," he stated.

TV Changes Overdue

It's time for a major self-appraisal by the TV medium, Gray indicated, as he cited what amounted to a Bill of Particulars aimed at networks and local broadcasters, as well as the TV film field.

"Since talent expenditures continue to rise thru escalation, competitive bidding for properties and union increases, the only way I can see to preserve continuing efficiency of this most important medium is to hold the line on facilities costs. It is apparent that we are approaching the point of diminishing returns," he said, adding, "your industry has reached financial maturity, and it must operate accordingly."

Another major "problem" due for overhaul, the R. J. Reynolds exec feels, is lack of flexibility in 52-week TV program deals which may call on management to face the responsibility of committing close to $5,000,000.

Special Battles

"We need to have a reserve in our advertising budgets which can be utilized in spot operations to meet specific competitive challenges," he said. "We had to cancel out one network program which was otherwise entirely satisfactory to us simply because we had to have money for these special contingencies."

Gray put the problem squarely to the broadcasters. "The long term commitment coupled with the high stakes involved is discouraging many advertisers from use of the medium, simply because they do not operate on margins which will accommodate such a gamble. The high turnover and unprecedented mortality in last season's programming has had, I believe, unfavorable effect on network sales. I would therefore like to suggest that this matter of length of commitment be put high on your list of things for decision, he said, citing that it was a problem which "belongs with the broadcaster primarily."

Film Problems In TV

The practice of summertime repeats of film shows "is actually working a disadvantage to your industry and to the advertisers which use it," in the opinion of the R. J. Reynolds exec.

To prove his point, he cited the rating fall-off's of Reynolds-sponsored live and film shows. "Garry Moore's 'I've Got a Secret' is live and in February had a rating of 37 and in July a rating of 25.2," he said, pointing to the seasonal drop-off, but adding, "the Phil Silvers show in February had a rating 32 and in July a rating of 17. 'Mr. Adams and Eve' declined from a rating of 29.2 in February to a rating of 13.7 in August. They are forcing away a good part of their following by repeating films in the summer months."

Summer Use

The solution to this, Gray suggested, was a return to the "program hiatus in the summer." The vacated time, he felt, could be used by Reynolds and others "to test new shows as well as to "de-

(Continued on page 13)

Trendex Signposts How Points May Go

NEW YORK—Trendex figures for last week gave some illuminating indications of how the time periods may go this season, with "Disneyland" in trouble and its web showing great strength on Tuesdays. NBC-TV's "Wagon Train" captured the 7:30-8:30 p.m. slot Wednesday with a 16.6, having spiraled from its debut 14.0. The Disney Show drew a 13.8, running third in both half hours. CBS-TV led the 7:30 slot with "Lucy" reruns but fell at 8 with "Big Record." On the strength of "Wagon's" first showing, Edsel bought the open full-hour sponsorship on alternate weeks.

ABC - TV Captured Tuesday 7:30-8:30 with "Cheyenne," drawing a 21.2 against 13.0 for CBS combination of "Name That Tune" and Phil Silvers and a 10.3 for NBC's Nat Cole and the first half of George Gobel. "Wyatt Earp" scored a 24.5 for the 8:30-9 p.m. slot, against 9.7 for Eve Arden (CBS) and 18.2 for the second half of the Gobel show. Tuesday ratings are based on markets where the three webs are in direct competition, all others on full Trendex line-up.

Ernie Ford

Thursday found Ernie Ford secure with a 19.3 for NBC against 8.2 for ABC's "O.S.S." and 12.9 for the first part of "Playhouse 90" on CBS, in the 9:30-10 p.m. slot. CBS took the 7:30-8 time, with "Sergeant Preston" earning 12.9 against 11.1 for NBC's "Tic Tac Dough" and 8.0 for ABC's "Circus Boy." "You Bet Your Life" led the CBS "Harbourmaster" debut by about seven rating points at 8 p.m., with ABC's "Zorro" not yet on. "Climax!" had a four-point lead over NBC's "Dragnet" at 8:30, again with ABC's "Real McCoys" undebuted. CBS-TV's "Playhouse 90," however, took a drubbing from all three NBC shows—Tennessee Ernie, Rosemary Clooney and Jane Wyman.

Gobel, Fisher Public Polled Before Sales

BOSTON — Kenyon & Eckhardt, conscious of the heavy mortality rate of new shows last season, conducted a national opinion study of "how Gobel and Fisher rated against other comedians and singers" before recommending the show to two K&E clients. So said William B. Lewis, the agency's president, to the Broadcast Executives Club here. Result: 44 out of every 100 people proved to like Fisher; Gobel was ahead of Red Skelton and Phil Silvers in popularity.

Lewis cited the depth study as an example of the fact that the "dynamic" qualities of broadcasting require agencies to "inquire more explicitly than we used to think was possible" into special research on trends in program popularity.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of $15 (a considerable saving over single copy rates). Foreign rate $15.

☐ Payment enclosed ☐ Bill me

866

Name ____________

Occupation or Title ____________

Company ____________

Address ____________

City ____________ Zone ____ State ____________

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

CASH REPLIES TO TV VOLLEY BY MAG ASS'N

NEW YORK — Norman Cash, president of Television Bureau of Advertising, last week answered the "volley of blows" from the Magazine Publishers Association, "stunned by the apparent lack of knowledge if not outright stupidity about TV." Of the top 100 national advertisers, Cash stated, 45 spend more money in TV than all other media combined. Magazines are the basic media of only nine of the top 100.

Cash pointed to public statements endorsing TV as their basic medium from Mennen, General Foods, Eastman Kodak and other companies. "This year there are 53 TV shows with 10,000,000 homes a week, what magazine ad has been read by 10,000,000 homes?" said Cash. "Why doesn't the Association tell the advertiser what audience the magazine reaches in terms of families consuming the product offered in the ad" instead of "wasting people's time."

'DEPTH STUDY'

CBS Plugs TV Medium With Films

NEW YORK—As one of the key "persuaders" in its $50,000 full-color animated film presentation on the television medium, "Depth Study," CBS-TV is dangling a potent research tidbit before businessmen evolved in a commissioned study by the Market Planning Corporation.

It's a set of figures which show that grocers, druggists, hardware dealers and others in the sell service retail field feel that TV is by far the most effective ad medium in selling national brands by margins that run as high as nine-to-one. And the dealers also indicated they felt that at least half of any $1,000,000 ad campaign should be on TV.

The remainder of the 14-minute pitch, leased in full color by Terrytoons, CBS off shoot, involve a fairly familiar recap of the growth of TV in the U. S. since 1946 and its influence on "the fabric of American life." Gene Deitch supervised the production, now in its second edition, in only two months.

NBC May Shift Cole's Time

NEW YORK—NBC TV is reported ready to shift Nat King Cole from Tuesday 7:30-8 p.m. to a different time period at the end of his current 13-week cycle. Cole who is now co-operatively sponsored in a large number of cities will probably be moved into Sundays 6:30-7, now occupied by reruns of "My Friend Flicka."

The reason for the Cole shift is that he is not giving the important hour Gobel-Fisher variety show which follows him enough lead-in and is allegedly hurting the NBC Tuesday night rating picture.

Unger Prexy In NTA Shuffle

NEW YORK — In a top-level executive shuffle, Oliver A. Unger is moving up from executive vice-president to the presidency of National Telefilm Associates, with Ely Landau moving to the post of board chairman and top executive. Sales chief Harold G[illegible] becomes executive vice-president and Edythe Rein is upped to senior veepee, according to NTA.

The move is said to be dictated by Landau's desire to free himself of corporate detail in order to function at a planning and policy level.

On the program front, NTA is planning to invade the field of live programming with its already-existing film network sometime after the first of the year, according to Ray Nelson, vice-president and general manager of the NTA Film Network, and will offer "regional

(Continued on page 13)

CBS Sells One 'Art' at a Time

NEW YORK—Unable to move its prestige series, "Seven Lively Arts," to a single advertiser, CBS-TV is now trying to sell the show on a piecemeal basis. There will be 15 programs offered during the season, the start to be November 3, 5-6 p.m. with Piper [illegible] featured in "The Changing Ways of Love."

The Christmas show will be "The Nutcracker" as choreographed by George Balanchine. It is figured as a prime prospect for an advertiser wishing holiday exposure. Another show will be about sports writers, and it is hoped that it will find an advertiser interested in reaching men.

Burns Sees Comedy Return

HOLLYWOOD — McCadden Productions is banking that comedy will make a comeback next season. Prexy George Burns said this week that he's prepping three separate comedy series, starring George Sanders, Carol Channing and Hermione Gingold, for next [illegible].

First pilot to roll will be the Sanders one probably next [illegible]. Script, being readied by [illegible] Draeger, has Sanders playing a cynical newspaperman who [illegible] has a heart of gold.

Channing and Gingold [illegible] each will be built around [illegible] of stars, with no definite [illegible] arrived at yet.

WCBS Spots On Upbeat

NEW YORK—WCBS TV has stepped up its saturation selling with the purchase of the "24 Plan" by Kraft Food, P[illegible] & Gamble, General Foods and Harrison Laboratories. An even bigger saturation purchase [illegible] made by Bymart-Tintair [illegible] 48 Plan."

The station gives a maximum of 45 per cent for the purchase of 12 spots per week. After [illegible] count is taken it allows 10 per cent more for the [illegible] more spots 20 per cent [illegible] buying 36 [illegible] cent more for buying 48 [illegible]

Toiletries Burgeon on TV Screens

• Continued from page 1

ous categories each lost ground by fractions.

Program type is no factor in the upswing for toiletries, vehicles ranging from adult Western to comedy to music to quiz. Nor can any single criterion or consideration be correlated, length of show, day of week, live or film, star system, price of series or full-alternate-participating-co-sponsorship. "They simply want prime time in greater numbers," says the head of one web. "Speed is essential in moving toilet goods and the manufacturers woke up with a kind of simultaneous realization that web TV can get to the most people with the most speed."

An ad agency exec explains it differently: "The competition is fiercer in this industry than in almost any other. Point-of-sale promotions and other devices formerly relied on heavily have more and more tended to cancel each other out, so they've turned to a new approach."

Wayne Coy Services Held in Indianapolis

INDIANAPOLIS—Services for Wayne Coy, president of Twin State Broadcasting, Inc., were held here September 27. Coy returned to head the Time, Inc., subsidiary after years of government service under Presidents Roosevelt and Truman.

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

E. W. Evans ....Pres. & Treas.
M. L. Reuter ....Vice-Pres.
Lawrence W. Gallo ....Secy.

Editors

Paul Ackerman .Music-Radio Editor, N. Y.
Herb Dotten .. Outdoor Editor, Chicago
Robt. Orelmeier. Coin Mach. Editor, Chicago
Wm. J. Sachs. Exec. News Editor, Cincinnati
Leon Morse Television News Editor, N. Y.

Managers and Divisions

E. W. Evans . Main Office, Cincinnati
R. S. Littleford Jr. .Music-Radio Div., N. Y.
Sam Chase Television Division, New York
Lee Zhito West Coast TV Division, L. A.
M. L. Reuter. ...Outdoor Division, Chicago
Hilmer Stark .Coin Mach. Division, Chicago

Offices

Cincinnati 22, 3160 Patterson St.
E. W. Evans
Phone: DUnbar 1-6450
New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2800
Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CEntral 6-9818
Hollywood 28, 1520 North Gower
Sam Abbott
Phone: HOllywood 9-5831
St. Louis 1, 611 Olive St.
Frank B. Joerling
Phone: CHestnut 1-0443
Washington 5, 1426 G St., N. W.
News Bureau
Phone: NAtional 8-4740

Advertising Managers

Outdoor-Mdse. C. J. Latsche, Cincinnati
Music-Radio Dan Collins, New York
Television Andrew Csida, New York
Coin Machine Richard Ford, Chicago

Circulation Department

E. A. Bruns, Director Cincinnati
Main Advertising and Circulation Offices
3160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, $10 in U.S.A. Canada and all foreign countries ... Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1957 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, $... The Billboard TV Program and Film Availabilities, and The Billboard International.

Vol. 69 No. 40

CBS' $4 Mil Buys KWK's St. Louis TV

NEW YORK — CBS-TV last week bought KWK-TV, St. Louis, its studios and real estate for about $4,000,000 from KWK, Inc., subject to Federal Communications Commission approval. Radio stations KWK, St. Louis, and WGTO, Haines City, Fla. licensed to KWK Inc., were not involved in the deal.

The network consequently turned over its right to a construction permit for Channel 11, St. Louis, subject to FCC approval, to 2220 Television, Inc., in return for the termination of litigation against it. The CBS buy will clarify the status of TV in St. Louis and speed additional service to viewers in the city. CBS has VHF stations here, Chicago and in Los Angeles; its UHF stations are in Hartford, Conn., and Milwaukee.

Meanwhile, the FCC last week approved the transfer of KOVR-TV, Stockton, Calif., to the Hudson Valley Broadcasting Company over the objections of Commisioner Bartley

Hammer Slips Mickey Into ABC's Works

NEW YORK—The signing of Darren McGavin for the Mike Hammer role in the MCA-TV series of Mickey Spillane mysteries had complex ramifications. ABC-TV financed a pilot film of "Man Against Crime" with McGavin as star. Originally intending it for a fall start, the web, failing a sale, put the show on the 1958 schedule. Last week, sudden sponsor interest for a January debut came 24 hours too late for the web to hold onto McGavin.

Now that MCA's three-month search for a Hammer is over, ABC" hunt is just beginning. The Hammer series of 39 half hours has already been sold in 32 markets, including the five RKO Teleradio stations, with shooting starting October 1

Cole TV Adds Nine Co-Ops

NEW YORK—NBC-TV affiliates signed up nine more bankrollers to sponsor co-operatively the Nat King Cole show, Tuesday 7:30-8 p.m.

Gunther Brewing has it on WRC - TV, Washington, and WBAL TV, Baltimore, and Commercial Colveuts, on WBUF-TV, Buffalo

Colgate-Palmolive, now sponsoring it on KRCA-TV, Hollywood, shares it with Continental Baking on WNBQ-TV, Chicago; Folger's Coffee, Rival Dog Food and George Wiedemann Brewing Company, WLT T, Cincinnati; Gold Bond Beer, KYW TV, Cleveland; Swan Cleaners, WLW-C, Columbus O. Coca-Cola, KPRC-TV, Houston, and Wilen Wine, WRCV-TV, Philadelphia.

KNXT Runs Classes In TV Techniques

HOLLYWOOD—CBS-TV outlet KNXT here will run special classes in television technique for ad agency and client personnel in the Los Angeles area beginning in mid-October

Purpose of the 12-hour course, according to General Manager Clark George, is to bring about among agency personnel the same degree of familiarity with TV that they now have with other media.

COMES JANUARY

Barrow May Call Cutbacks On Option Time, Must Buys

By MILDRED HALL

WASHINGTON — Speculation is strong here that network practices of option time and must buy will be recommended for some cutback in the Barrow staff report to the Federal Communications Commission Network Study Committee today (30). The parent committee was reduced to three members with the exit of former Chairman McConnaughey, and now consists of Chairman Doerfer, and Commissioners Hyde and Bartley.

Speculation is equally strong that should the report advise changes in present FCC network rules, time will play a large role in any ultimate rule-making proposals set up after the full commission has considered the recommendations. The commission reports to the Hill in January, by which time the status of pay TV wire operations could have some bearing, with prominent members of commerce committees openly fearful of the effects of any form of pay TV on free. Network spokesmen are expected to battle any inroads on their present structure as "dangerous to free TV networking," whether pay TV is held to wire or gets a broadcast trial.

Report Subjects

The 1,200-page mimeographed report wil bypass the subject of toll TV, and the equally burning topic of networks and Brodcast Music interests, and will concentrate on analyzing the "over-all competitive conditions" in the industry. Backgrounding the Barrow report are reports from the Senate Commerce Committee and the House Antitrust Subcommittee recommending reappraisal of FCC network rules, and recommending modification in option time and must buy.

In spite of the recent hulabaloo over some reluctant TV film witnesses, the net study staff says it "has not been able to go into the matter of programming in as much detail, as we would have liked.

"We have had to concern ourselves with the competitive aspects of the whole picture." The study covers inter-network competition, possibilities for more networks, the effect of net practices on independent stations, on programmers and talent, and relationships between nets and affiliates.

Favors FCC

Dean Roscoe Barrow, director of the network study group, is on record as favoring FCC amendments of its rules to provide improved competition, rather than putting matters into the hands of the Department of Justice. Altho some finings will be turned over to the Antitrust division, Barrow told the Magnuson Senate Commerce Committee that Antitrust could regulate only for violation of specific antitrust laws, while the FCC could regulate more broadly "in the public interest."

The Justice Department, meanwhile, is continuing its own investigation of the television picture. One of its recent moves is a study of alleged block-booking of feature films to TV, and the Justice Department is reportedly combing down thru smaller distributors in the field, as well as the big ones.

Dean Barrow is also on record as being opposed to any further concentration of ownership of stations in the hands of networks and, or multiple owners. The question came up during the Celler antitrust TV probe, when Barrow blamed inter-related ownership for much of the monopoly already fostered by a "scarcity" of channels, and went on record against relaxing multiple ownership rules.

To Congressmen

The Barrow report is already going out to interested Congressmen, and will give committee members on the hill one more enormous TV wad to chew on wheo they meet in January, to hear what the full commission has to say January will also bring hearings on toll TV by the House Commerce Committee, as announced by Chairman Oren Harris recently. Broadcast and wired TV will be studied by Sentate and House committees, and the Justice Department will submit a report on its TV investigation.

Specific areas in a general reappraisal of the FCC's network rules, to be presented in the Barrow report, include: Programming and talent practices of networks, effect of concentrated ownership of stations and inter-effects of net and affiliate contracts. Also covered are parts played by net and non-net competitors in the national spot field, A.T.&T. line rates, advertisers, ad agencies and, last but not least, the public.

TvB Hits Back at Print Media TV Spot Attack

NEW YORK — The Television Bureau of Advertising is firing back a counter-blast at recent print media presentation, widely circulated among agencies and TV clients, which claim that the viewing of station breaks and TV spot announcements is only a small fraction of what admen think it is

The rebuttal is in the form of a set of figures from Dr. Lenn Arons, research director for TvB, based on a special study in July for the industry promotion group by A. C. Nielsen.

According to Arons, the common practice among time-buyers and media analysts of figuring annoucement audiences by simply averaging figures for the fore-and-aft quarter hours is basically correct. Documentation of this came from an analysis of seven different time points during day and night on one station in each of 100 markets. The check points came as early as 10:30 a.m. and as late as 11:30 p.m. (10:30 p.m. in Pacific areas).

Using data gathered from Nielsen Audimeters, the audience for the specific minute points at the half-hour mark was calculated and weighed against the average ratings of programs following and preceding. At best, they were identical, and at worst they were off by small fractions of a point

AFM to Slap Canned Music

HOLLYWOOD — AFM Local 47 is taking steps to put the squeeze on tele-film producers using imported canned music in series. Musicians have adopted a resolution to forward a list of all such programs to the California Central Labor Council which has already indicated that it will co-operate with the AFM.

Discussions have also been held between AFM President James C. Petrillo and IATSE Prexy Richard Walsh on the possibility of the latter union refusing to handle film product not made by members of the AFM.

Over-all plan is apparently to resort to the latter course, if possible, and if this proves unfeasible names of programs using canned tracks thruout the United States.

NEW YORK—Standard Oil of Indiana has again signed to sponsor Big 10 Basketball games in the Midwest via facilities of Sports Programs, Inc., which will link seven States for the 13-week Saturday afternooo series.

Educational Programs on Upbeat for Fall

NEW YORK — Increasing awareness of the social responsibility of broadcasters to the public is being seen as an underlying factor in some notable upbeats in "public service" video due this season.

The next major project due off the starting line is from NBC-TV. On the weekend of October 12, an eight-city series titled "Know Your Schools" begins on 13 of NBC's radio and TV o&o stations.

Developed by NBC in conjunction with U. S. Government education and welfare officials, time and talent costs for the six-week project is estimated as being over $1,000,000, covering 200 hours of program time and 3,000 announcements.

The next public service blockbuster is due from the five Westinghouse Broadcasting Company outlets in Boston, Baltimore, Pittsburgh, Cleveland and San Francisco. The starting date will be the week of November 10.

McGannon

As outlined by WBC President Donald H. McGannon, the project shapes up as a series of nine half-hour film shows called "Adventures in Number and Space," designed as a live blend of mathematics and Bill Baird marionettes to popularize algebra, trigonometry and geometry. Its long-range goal: To help ease the problem of getting youngsters interested in careers in the sciences. The series is being produced by WBC Program Vice-President Dick Pack.

Broadcasters are learning meanwhile that there's even a commercial pay-off to the current upbeat in educational video. WCBS-TV here, which has begun airing an educational series, "Comparative Literature 10," at 6:30 a.m. last week got a commercial order over the transom.

Without any solicitation, Barnes & Noble, a leading bookshop, bought fore-and-aft ID's to plug the fact that the books discussed in the NYU-WCBS-TV course were for sale there.

Kimberly-Clark, Bristol-Myers Buy Todd's CBS Spec

NEW YORK—The Kimberly-Clark Corporation and Bristol-Myers will sponsor the Mike Todd spectacular that is to be presented on October 17, 9:30-11 p.m., on the CBS-TV network. No talent has been set as yet by Todd and Art Cohn, the producer for the salute to "Around the World," which the spectacular will be.

It is known that a feature of the show will be a film Todd made while he was in the midst of producing "Around the World" which will show him at work as an impresario.

Mail Revives '60,' Now Miller Show

CHICAGO—NBC, just a few weeks after it considered dumping its midday "Club 60" only to be astonished by the results in a mail-pull contest, has converted the show to a personal vehicle. Its new name is the Howard Miller show.

Emsee Miller, meanwhile, got the build-up from NBC with appearances on "Wide Wide World" Sunday (29) and Tex and Jinx early last week.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

By Program Type:

General Drama Shows
Comedy Shows

Computed by Univac and based on August TV audience measurements of AMERICAN RESEARCH BUREAU

This report is the TV industry's only guide to the monthly cost efficiency of Class A time network programs compared by program type and sponsor group and broken down by audience composition.

Each program's cost figures represent the sponsor's actual cost for reaching 1,000 TV homes, men, women or children per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes and then by the total number of homes, men, women and children under 18 reached during the ARB rating period as determined by American Research Bureau. Actual time and talent costs provided to The Billboard on a confidential basis are average show costs over a 52 week period.

Since many factors other than cost efficiency are involved in determining the worth of any program to its sponsor, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value of programs.

GENERAL DRAMA SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., $4.31; ABC Avg., $6.98; CBS Avg., $3.41; NBC Avg., $4.02

1.	STUDIO ONE (Westinghouse, CBS)	$1.93
2.	U. S. STEEL (U. S. Steel, Eevlon, CBS)	1.96
3.	UNDERCURRENT (P. & G., Browe & W'mson, CBS)	2.56
4.	KRAFT THEATER (Nat'l Dairy, NBC)	2.73
5.	LUX VIDEO (Lever, NBC)	2.76
6.	SPOTLIGHT PLAY. (Pet, S. C. Johnson, CBS)	2.96
7.	THE MILLIONAIRE (Colgate, CBS)	3.13
R.	G. E. THEATEE (Gen. Elec., CBS)	3.20
9.	SRO PLAY. (Amer. Home Pdts., N. Curtis, CBS)	3.26
10.	SCHLITZ PLAY. (Schlitz, CBS)	3.36
11.	GOODYEAE (Goodyear, NBC)	3.36
12.	ALCOA (Aluminum Co., NBC)	3.10
13.	SUMMEE PLAY. (Armstrong Cork, NBC)	3.70
14.	20th CENTURY FOX (Eevlon, U. S. Steel, CBS)	3.76
15.	DESTINY (Gen. Foods, Ford, CBS)	3.77
16.	ACTION TONIGHT (Amer. Tob., Toni, NBC)	4.31
17.	PLAYHOUSE 90 (Amer. Gas, Phil Morris, Brist Myers, CBS)	4.44
1R.	SHOW FOR SUMMER EVE (Amer. Tob., NBC)	4.52
19.	MOMENT OF DECISION (Ford, ABC)	4.64
20.	ENCORE THEATER (Armour, Quaker, NBC)	3.45
21.	CROSSROADS (Gen. Motors, ABC)	5.51
22.	FESTIVAL OF STARS (Purex, Speidel, NBC)	5.59
23.	TELEPHONE TIME (Bell, ABC)	5.71
24.	YOU ARE THERE (Prudential, CBS)	6.57
25.	EEY CLUB PLAY. (Mogen-David, ABC)	9.13
26.	THEATER TIME (Armour, Kimberly-Clark, ABC)	9.87

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., $8.96; ABC Avg., $15.19; CBS Avg., $4.50; NBC Avg., $8.39.

1.	STUDIO ONE (Westinghouse, CBS)	$2 EI
2.	LUX VIDEO (Lever, NBC)	3.22
3.	UNDERCURRENT (P. & G., Browe & W'mson, CBS)	3.39
4.	G. E. THEATER (Gen. Elec., CBS)	3.54
5.	GOODYEAE (Goodyear, NBC)	3.72
6.	KRAFT THEATER (Nat'l Dairy, NBC)	3.77
7.	SRO PLAY. (Amer. Home Pdts., N. Curtis, CES)	3.84
R.	THE MILLIONAIRE (Colgate, CBS)	3.9E
9.	ALCOA (Aluminum Co., NBC)	4.01
10.	SPOTLIGHT PLAY. (Pet, S. C. Johnson, CRS)	4.30
11.	SCHLITZ PLAY. (Schlitz, CBS)	4.34
12.	20th CENTUEY-FOX (Revlon, U. S. Steel, CBS)	4.80
13.	DESTINY (Gen. Foods, Ford, CBS)	4.R9
14.	U. S. STEEL (U. S. Steel, Eevlon, CBS)	4.95
15.	MOMENT OF DECISION (Ford, ABC)	5.0R
16.	SUMMER PLAY. (Armstrong Cork, NBC)	5.34
17.	PLAYHOUSE 90 (Amer. Gas, Phil Morris, Brist Myers, CBS)	5.59
16.	ACTION TONIGHT (Amer. Tob., Toni, NBC)	6.04
19.	SHOW FOR SUMMEE EVE (Amer. Tob., NBC)	6.47
20.	TELEPHONE TIME (Bell, ABC)	6.97
21.	ENCORE THEATER (Armour, Quaker, NBC)	7.21
22.	YOU ARE THERE (Prudential, CBS)	7.53
23.	CROSSROADS (Gen. Motors, ABC)	7.73
24.	FESTIVAL OF STARS (Purex, Speidel, NBC)	6.76
25.	KEY CLUB PLAY. (Mogen-David, ABC)	13.76
26.	THEATER TIME (Armour, Kimberly-Clark, ABC)	17.99

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., $4.15; ABC Avg., $7.16; CBS Avg., $3.30; NBC Avg., $4.00.

1.	STUDIO ONE (Westinghouse, CBS)	$1.75
2.	ERAFT THEATER (Nat'l Dairy, NBC)	2.49
3.	LUX VIDEO (Lever, NBC)	2.63
4.	UNDERCURRENT (P. & G., Brown & W'mson, CBS)	2.64
5.	THE MILLIONAIRE (Colgate, CBS)	2.71
6.	SPOTLIGHT PLAY. (Pet, S. C. Johnson, CBS)	2.80
7.	ALCOA (Alumioum Co., NBC)	2.R1
E.	G. E. THEATER (Gen. Elec., CRS)	2.95
9.	U. S. STEEL (U. S. Steel, Revlon, CBS)	2.97
10.	GOODYEAE (Goodyear, NBC)	3.06
11.	SRO PLAY. (Amer. Home Pdts., N. Curtis, CBS)	3.23
11.	SCHLITZ PLAY. (Schlitz, CBS)	3.23
13.	SUMMER PLAY. (Armstrong Cork, NBC)	3.40
14.	20TH CENTURY FOX (Eevlon, U. S. Steel, CBS)	3.49
13.	SHOW FOE SUMMEE EVE (Amer. Tob., NBC)	3.69
16.	PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist. Myers, CBS)	3.R5
17.	OESTINY (Gen. Foods, Ford, CBS)	3.94
1E.	ACTION TONIGHT (Amer. Tob., Toni, NBC)	4.25
19.	MOMENT OF DECISION (Ford, ABC)	4.34
20.	ENCORE THEATER (Armour, Quaker, NBC)	4.R0
21.	FESTIVAL OF STARS (Purex, Speidel, NBC)	3.11
22.	CROSSROADS (Gen. Motors, ABC)	3.39
23.	TELEPHONE TIME (Bell, ABC)	5.R7
24.	YOU APE THERE (Prudential, CBS)	6.96
25.	EEY CLUB PLAY. (Mogen-David, ABC)	9.31
26.	THEATER TIME (Armour, Kimberly-Clark, ABC)	10.R7

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg., $7.33; ABC Avg., $18.36; CBS Avg., $4.84; NBC Avg., $7.00

1.	STUDIO ONE (Westinghouse, CBS)	$3.E3
2.	UNDERCURRENT (P. & G., Brown & W'mson, CBS)	4.02
3.	DESTINY (Gen. Foods, Ford, CBS)	4.05
4.	SRO PLAY. (Amer. Home Pdts., N. Curtis, CBS)	4.10
3.	THE MILLIONAIRE (Colgate, CBS)	4.59
6.	KRAFT THEATER (Nat'l Dairy, NBC)	5.32
7.	SPOTLIGHT PLAY. (Pet, S. C. Johnson, CBS)	5.37
6.	G. E. THEATER (Gen. Elec., CBS)	5.39
9.	SCHLITZ PLAY. (Schlitz, CBS)	5.56
10.	LUX VIDEO (Lever, NBC)	3.80
11.	20TH CENTURY-FOX (Eevlon, U. S. Steel, CBS)	6.40
12.	ALCOA (Alumioum Co., NBC)	6.62
13.	SUMMER PLAY. (Armstrong Cork, NBC)	6.96
14.	PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist. Myers, CBS)	7.22
15.	U. S. STEEL (U. S. Steel, Eevlon, CBS)	7.42
13.	MOMENT OF DECISION (Ford, ABC)	7.42
17.	TELEPHONE TIME (Bell, ABC)	7.44
18.	ACTION TONIGHT (Amer. Tob., Toni, NBC)	7.49
19.	GOODYEAR (Goodyear, NBC)	7.66
20.	SHOW FOR SUMMER EVE (Amer. Tob., NBC)	7.67
21.	CROSSROADS (Gen. Motors, ABC)	6.59
22.	ENCORE THEATER (Armour, Quaker, NBC)	R.63
23.	FESTIVAL OF STARS (Purex, Speidel, NBC)	10.22
24.	YOU APE THERE (Prudential, CBS)	12.11
25.	EEY CLUB PLAY. (Mogen-David, ABC)	12.72
26.	THEATER TIME (Armour, Kimberly-Clark, ABC)	15.09

COMEDY SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., $4.09; ABC Avg., $4.42; CBS Avg., $4.44; NBC Avg., $4.70.

1.	FATHEE KNOWS BEST (Scott, NBC)	$3.21
2.	WHITING GIRLS (Max Factor, Gen. Foods, CBS)	3.53
3.	PHIL SILVERS (P. & G., E. J. Reynolds, CBS)	4.12
4.	BOB CUMMINGS (R. J. Reynolds, CBS)	4.35
5.	OZZIE & HAERIET (East Kodak, ABC)	4.40
6.	BURNS & ALLEN (Goodrich, Carnation, CBS)	4.65
7.	PRIVATE SEC'Y (Sheaffer, Lever, CBS)	4.69
6.	OH! SUSANNA (H. Curtis, Nestle, CRS)	4.71
9.	PEOPLE'S CHOICE (Borden, P. & G., NBC)	4.66
10.	MY FAVORITE HUSBAND (Amer. Tob., CBS)	3.16
11.	MR. ADAMS & EVE (R. J. Eeynolds, Colgate, CBS)	3.67
12.	LIFE OF RILEY (Lever, NBC)	6.13
13.	OATE WITH ANGELS (Chrysler, ABC)	6.43
14.	BLONDIE (Toni, Nestle, NBC)	6.91
13.	CHARLES FARRELL (Lever, Amer. Home, NBC)	7.36

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., $7.94; ABC Avg., $6.61; CBS Avg., $6.62; NBC Avg., $6.67.

1.	PHIL SILVERS (P. & G., R. J. Reynolds, CBS)	$3.05
2.	FATHER ENOWS BEST (Scott, NBC)	5.08
3.	OZZIE & HARRIET (East.-Kodak, ABC)	6.00
4.	OH! SUSANA (N. Curtis, Nestle, CBS)	6.06
3.	WHITING GIRLS (Max Factor, Gen. Foods, CES)	6.23
6.	MY FAVORITE HUSBAND (Amer. Tob., CBS)	6.26
7.	PEOPLE'S CHOICE (Borden, P. & G., NBC)	6.73
R.	BOB CUMMINGS (R. J. Reynolds, CBS)	6.74
9.	BUENS & ALLEN (Goodrich, Carnation, CBS)	6.R6
10.	MR. ADAMS & EVE (R. J. Reynolds, Colgate, CRS)	7.61
11.	PRIVATE SEC'Y (Sheaffer, Lever, CBS)	6.16
12.	LIFE OF RILEY (Lever, NBC)	9.14
13.	CHARLES FARRELL (Lever, Amer. Home, NBC)	10.76
14.	OATE WITH ANGELS (Chrysler, ABC)	10.92
13.	RLONDIE (Toni, Nestle, NBC)	11.64

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., $6.15; AVC Avg., $6.77; CBS Avg., $4.67; NBC Avg., $6.95.

1.	FATHEE KNOWS BEST (Scott, NBC)	$3.02
2.	WHITING GIELS (Max Factor, Gen. Foods, CBS)	3.41
3.	OZZIE & NARRIET (East.-Kodak, ABC)	4.21
4.	BOB CUMMINGS (E. J. Reynolds, CRS)	4.43
5.	PHIL SILVERS (P. & G., R. J. Eeyonlds, CBS)	4.32
6.	BURNS & ALLEN (Goodrich, Carnation, CES)	4.57
7.	PRIVATE SEC'Y (Sheaffer, Lever, CRS)	4.61
6.	PEOPLE'S CHOICE (Borden, P. & G., NBC)	4.71
9.	MY FAVORITE HUSBAND (Amer. Tob., CBS)	4.75
10.	OH! SUSANNA (N. Curtis, Nestle, CRS)	4.92
11.	ME. ADAMS & EVE (E. J. Eeynolds, Colgate, CRS)	6.13
12.	DATE WITH ANGELS (Chrysler, ABC)	6.33
13.	LIFE WITH RILEY (Lever, NBC)	6.42
14.	CHARLES FARRELL (Lever, Amer. Home, NBC)	7.26
13.	BLONDIE (Toni, Nestle, NBC)	6.36

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg., $6.04; ABC Avg., $6.81; CBS Avg., $6.72; NBC Avg., $4.84.

1.	OH! SUSANNA (M. Curtis, Nestle, CBS)	$3.73
2.	FATHER KNOWS BEST (Scott, NBC)	3.63
3.	WHITING GIRLS (Max Factor, Gen. Foods, CBS)	4.09
4.	OZZIE & HARRIET (East Kodak, ABC)	4.21
5.	BOB CUMMINGS (R. J. Eeynolds, CBS)	4.55
6.	PEOPLE'S CHOICE (Borden, P. & G., NBC)	5.E9
7.	BLONDIE (Toni, Nestle, NBC)	5.95
8.	PHIL SILVERS (P. & G., R. J. Reynolds, CBS)	6.14
9.	MR. ADAMS & EVE (R. J. Reynolds, Colgate, CRS)	6.30
10.	BURNS & ALLEN (Goodrich, Carnation, CBS)	6.40
11.	LIFE OF RILEY (Lever, NBC)	6.42
12.	MY FAVORITE HUSBAND (Amer. Tob., CBS)	6.93
13.	OATE WITH ANGELS (Chrysler, ABC)	7.41
14.	PRIVATE SEC'Y (Sheaffer, Lever, CBS)	7.58
13.	CHARLES FARRELL (Lever, Amer. Home, NBC)	11.14

These listings appear nowhere but on these pages. They are copyrighted by The Billboard Publishing Company and no reproduction may be made of them without The Billboard's consent. Requests for such consent must be submitted in writing to the publishers of The Billboard, 1564 Broadway, New York 36, N. Y.

COMING COST PER THOUSAND ANALYSES: Next Week: Variety and Music Shows, Quiz and Panel Shows.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

By Sponsor Group

Home, Building, General Sponsor
Cigarette, Tobacco Sponsors

Computed by Univac and based on August TV audience measurements of AMERICAN RESEARCH BUREAU

This chart is the TV industry's only guide to the monthly cost efficiency of Class A time network programs compared by program type and sponsor group and broken down by audience composition.

Each program's cost figures represent the sponsor's actual cost for reaching 1,000 TV homes, men, women or children per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes and then by the total number of homes, men, women and children under 16 reached during the last rating period as determined by American Research Bureau. Actual time and talent costs provided to The Billboard on a confidential basis are average show costs over a 52-week period.

Since many factors other than cost efficiency are involved in determining the worth of any program to its sponsor, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value of programs.

HOME, BUILDING, GENERAL SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., $4.43; ABC Avg., $6.78; CBS Avg., $4.16; NBC Avg., $4.04.

1.	WESTINGHOUSE (Studio One, CBS)	$1.98
2	U. S. STEEL (U. S. Steel, CBS)	1.96
3	PAPERMATE (Cavl. of Sports, NBC)	3.28
4	KIMBERLY-CLARK, RCA, SPERRY SUNBEAM (Julius La Rosa, NBC)	2.91
5.	GEN. ELEC. (G. E. Theater, CBS)	5.28
6	SCOTT (Father Knows Best, NBC)	5.21
7	GREYHOUND (Steve Allen, NBC)	3.67
8	STATE FARM (Red Barber, NBC)	5.68
9	ARMSTRONG CORK (Summer Play, NBC)	5.78
9	ALUMINUM CO. (Alcoa, NBC)	5.70
11	U. S. STEEL (20th Century-Fox, CBS)	3.76
12	TONI (Godfrey's Scouts, CBS)	4.15
13	U. S. RUBBER (Navy Log, ABC)	4.34
14	EAST.-KODAK (Ozzie & Harriet, ABC)	4.40
15	GEN. ELEC. (Cheyenne, ABC)	4.41
16	AMER. GAS (Playhouse 90, CBS)	4.44
17	REYNOLDS METALS (Circus Boy, NBC)	4.56
18	SHAEFFER (Private Sec'y, CBS)	4.69
19	TIME (Pantomime Quiz, CBS)	4.82
20.	GEN. ELEC. (Conflict, ABC)	5.18
21	SPEIDEL (Festival of Stars, NBC)	3.59
22	BELL TELEPHONE (Time, ABC)	2.71
23	SYLVANIA (Buccaneers, CBS)	6.03
24	PRUDENTIAL (You Are There, CBS)	6.57
25.	AMER. CAN (NBC News, NBC)	7.11
26.	KIMBERLY-CLARK (Theater Time, ABC)	9.87

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., $6.04; ABC Avg., $8.26; CBS Avg., $5.81; NBC Avg., $5.16.

1.	PAPERMATE (Cavl. of Sports, NBC)	$1.99
2	WESTINGHOUSE (Studio One, CBS)	3.81
3.	STATE FARM (Red Barber, NBC)	3.20
4	KIMBERLY-CLARK, RCA, SPERRY, SUNBEAM (Julius La Rosa, NBC)	2.49
5	GEN. ELEC. (G. E. Theater, CBS)	3.54
6.	GREYHOUND (Steve Allen, NBC)	2.76
7.	ALUMINUM CO. (Alcoa, NBC)	4.01
8	U. S. STEEL (20th Century-Fox, CBS)	4.80
9	U. S. STEEL (U. S. Steel, CBS)	4.95
10.	GEN. ELEC. (Cheyenne, ABC)	4.99
11.	SCOTT (Father Knows Best, NBC)	5.08
15.	ARMSTRONG CORK (Summer Playhouse, NBC)	3.38
12	U. S. RUBBER (Navy Log, ABC)	5.34
14.	AMER. GAS (Playhouse 90, CBS)	5.59
15.	EAST.-KODAK (Ozzie & Harriet, ABC)	6.00
16.	GEN. ELEC. (Conflict, ABC)	6.37
17.	TONI (Godfrey's Scouts, CBS)	6.49
18	TIME (Pantomime Quiz, CBS)	6.68
19.	REYNOLDS METALS (Circus Boy, NBC)	6.87
50.	BELL TELEPHONE (Time, ABC)	6.97
21.	SYLVANIA (Buccaneers, CBS)	7.55
21	PRUDENTIAL (You Are There, CBS)	7.52
23.	SHAEFFER (Private Sec'y, CBS)	8.16
24.	SPEIDEL (Festival of Stars, NBC)	8.76
25.	AMER. CAN (NBC News, NBC)	9.09
26.	KIMBERLY-CLARK (Theater Time, ABC)	17.99

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., $4.61; ABC Avg., $6.11; CBS Avg., $4.35; NBC Avg., $4.13.

1.	WESTINGHOUSE (Studio One, CBS)	$1.75
2.	KIMBERLY-CLARK, RCA, SPERRY, SUNBEAM (Julius La Rosa, NBC)	2.43
5.	ALUMINUM CO. (Alcoa, NBC)	3.81
4	GEN. ELEC. (G. E. Theater, CBS)	2.95
2.	U. S. STEEL (U. S. Steel, CBS)	2.97
6.	GREYHOUND (Steve Allen, NBC)	2.[illegible]
7.	SCOTT (Father Knows Best, NBC)	3.02
8.	ARMSTRONG-CORK (Summer Play, NBC)	3.40
9	U. S. STEEL (20th Century-Fox, CBS)	3.89
10	TONI (Godfrey's Scouts, CBS)	3.[illegible]
11.	PAPERMATE (Caval. of Sports, NBC)	3.64
12	AMER. GAS (Playhouse 90, CBS)	3.95
12.	EAST.-KODAK (Ozzie & Harriet, ABC)	4.21
14.	GEN. ELEC. (Conflict, ABC)	4.[illegible]
15.	GEN. ELEC. (Cheyenne, ABC)	4.55
16.	SHAEFFER (Private Sec'y, CBS)	4.61
17.	TIME (Pantomime Quiz, CBS)	4.69
18	U. S. RUBBER (Navy Log, ABC)	2.03
19.	SPEIDEL (Festival of Stars, NBC)	5.1[illegible]
20	STATE FARM (Red Barber, NBC)	5.37
21.	REYNOLDS METALS (Circus Boy, NBC)	5.19
22.	BELL TELEPHONE (Time, ABC)	2.87
25.	PRUDENTIAL (You Are There, CBS)	6.96
24.	AMER. CAN (NBC News, NBC)	7.07
25.	SYLVANIA (Buccaneers, CBS)	8.37
26.	KIMBERLY-CLARK (Theater Time, ABC)	10.87

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

5-Net Avg., $10.46; ABC Avg., $7.24; CBS Avg., 27.20; NBC Avg., $15.17.

1.	REYNOLDS METALS (Circus Boy, NBC)	$[illegible]
2	WESTINGHOUSE (Studio One, CBS)	3.23
2.	SCOTT (Father Knows Best, NBC)	2.85
4	EAST.-KODAK (Ozzie & Harriet, ABC)	4.21
5	GREYHOUND (Steve Allen, NBC)	4.30
6	GEN. ELEC. (Cheyenne, ABC)	4.42
7	U. S. RUBBER (Navy Log, ABC)	5.03
8	KIMBERLY Clark, RCA, SPERRY, SUNBEAM (Julius La Rosa, NBC)	5.0[illegible]
9.	SYLVANIA (Buccaneers, CBS)	5.2[illegible]
10	GEN. ELEC. (G. E. Theater, CBS)	5.39
11	PAPERMATE (Cavalcade of Sports, NBC)	5.76
12.	GEN. ELEC. (Conflict, ABC)	6.[illegible]
15.	U. S. STEEL (20th Century-Fox, CBS)	6.40
14.	ALUMINUM CO. (Alcoa, NBC)	6.67
15.	ARMSTRONG CORK (Summer Playhouse, NBC)	6.96
16	AMER. GAS (Playhouse 90, CBS)	7.[illegible]
17.	TONI (Godfrey's Scouts, CBS)	[illegible]
18	U. S. STEEL (U. S. Steel, CBS)	7.42
19.	BELL TELEPHONE (Time, ABC)	7.84
20.	SHAEFFER (Private Secy., CBS)	7.55
21.	STATE FARM (Red Barber, NBC)	9.80
22.	SPEIDEL (Festival of Stars, NBC)	10.22
25.	TIME (Pantomime Quiz, CBS)	11.03
24.	PRUDENTIAL (You Are There, CBS)	18.[illegible]
22.	KIMBERLY-CLARK (Theater Time, ABC)	12.09
56	AMER. CAN (NBC News, NBC)	95.45

CIGARETTE & TOBACCO SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg. $4.27; ABC Avg., $4.61; CBS Avg. $3.87; NBC Avg., $4.51.

1	L & M (Gunsmoke, CBS)	$2.86
2	R. J. REYNOLDS (I've Got a Secret, CBS)	3.18
3	AMER. TOB. (Adventure Theater, NBC)	3.30
4	BROWN & WMSON (Undercurrent, [illegible])	3.56
5	P. LORILLARD ($64,000 Challenge, CBS)	3.00
6	R. J. REYNOLDS (People Are Funny, NBC)	2.28
7	L & M (Dragnet, NBC)	3.94
8	R. J. REYNOLDS (Phil Silvers, CBS)	4.12
9	L & M (Spike Jones, CBS)	3.28
10	AMER. TOB. (Action Tonight, NBC)	3.31
11	AMER. TOB. (Navy Log, ABC)	4.34
12	R. J. REYNOLDS (Bob Cummings, CBS)	4.33
22	PHIL. MORRIS (Playhouse 90, CBS)	4.[illegible]
24.	AMER. TOB. (Show for Summer Eve, NBC)	3.22
23	BROWN & WMSON (D. Edwards News, CBS)	3.62
26	PHIL. MORRIS (Mike Wallace, ABC)	[illegible]
17	P. LORILLARD (Jimmy Durante, CBS)	5.03
12	AMER. TOB. (My Favorite Husband, CBS)	2.16
18.	L & M (Panic, NBC)	2.46
20	R. J. REYNOLDS (Mr. Adams & Eve, CBS)	5.07
21	R. J. REYNOLDS (Wire Service, ABC)	6.74
22	AMER. TOB. (The Big Moment, NBC)	8.16

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., $5.30; ABC Avg., $5.21; CBS Avg., $4.81; NBC Avg., $5.62.

1.	L & M (Gunsmoke, CBS)	$2.01
2	R. J. REYNOLDS (I've Got Secret, CBS)	2.69
3	AMER. TOB. (Adventure Theater, NBC)	5.70
4	P. LORILLARD ($64,000 Challenge, CBS)	2.26
5.	BROWN & WMSON (Undercurrent, CBS)	2.29
6.	R. J. REYNOLDS (People Are Funny, NBC)	4.28
7.	L & M (Dragnet, NBC)	3.97
8	PHIL. MORRIS (Mike Wallace, ABC)	4.99
9.	R. J. REYNOLDS (Phil Silvers, CBS)	2.02
10.	L & M (Spike Jones, CBS)	3.04
11	AMER. TOB. (Navy Log, ABC)	3.54
12.	BROWN & WMSON (D. Edwards News, CBS)	2.42
12.	PHIL. MORRIS (Playhouse 90, CBS)	5.59
14.	P. LORILLARD (Jimmy Durante, CBS)	2.88
15.	AMER. TOB. (Action Tonight, NBC)	6.04
16	AMER. TOB. (My Favorite Husband, CBS)	6.26
17.	AMER. TOB. (Show for Summer Eve, NBC)	6.47
18	R. J. REYNOLDS (Bob Cummings, CBS)	6.74
19	L & M (Panic, NBC)	6.82
20	R. J. REYNOLDS (Mr. Adams & Eve, CBS)	7.61
21	R. J. REYNOLDS (Wire Service, ABC)	8.04
22	AMER. TOB. (The Big Moment, NBC)	8.23

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., $4.31; ABC Avg., $4.22; CBS Avg., $3.82; NBC Avg., $4.00.

1.	R. J. REYNOLDS (I've Got Secret, CBS)	$[illegible]93
5.	L & M. (Gunsmoke, CBS)	3.01
3.	AMER. TOB. (Adventure Theater, NBC)	5.37
4	P. LORILLARD ($64,000 Challenge, CBS)	3.22
2.	BROWN & WMSON (Undercurrent, CBS)	3.54
6	R. J. REYNOLDS (People Are Funny, NBC)	2.26
7.	AMER. TOB. (Show for Summer Eve, NBC)	3.69
8	PHIL. MORRIS (Playhouse 90, CBS)	2.25
9	L & M (Dragnet, NBC)	5.97
10.	L & M (Spike Jones, CBS)	3.02
11.	AMER. TOB. (Action Tonight, NBC)	4.25
12.	BROWN & WMSON (D. Edwards News, CBS)	4.28
13.	R. J. REYNOLDS (Bob Cummings, CBS)	4.43
14.	R. J. REYNOLDS (Phil Silvers, CBS)	4.28
15.	AMER. TOB. (My Favorite Husband, CBS)	3.72
16	L & M (Panic, NBC)	[illegible]
17.	PHIL. MORRIS (Mike Wallace, ABC)	4.88
18.	AMER. TOB. (Navy Log, ABC)	2.35
19	P. LORILLARD (Jimmy Durante, CBS)	8.17
20.	R. J. REYNOLDS (Mr. Adams & Eve, CBS)	6.12
21.	R. J. REYNOLDS (Wire Service, ABC)	6.40
22.	AMER. TOB. (The Big Moment, NBC)	11.29

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg., $8.49; ABC Avg., $11.54; CBS Avg., $8.20; NBC Avg., $4.22.

1.	L & M (Gunsmoke, CBS)	$[illegible].58
2.	R. J. REYNOLDS (I've Got Secret, CBS)	5.58
5.	BROWN & WMSON (Undercurrent, CBS)	4.02
4	AMER. TOB. (Adventure Theater, ABC)	4.25
2	R. J. REYNOLDS (Bob Cummings, CBS)	4.55
6	AMER. TOB. (Navy Log, ABC)	5.05
7	R. J. REYNOLDS (People Are Funny, NBC)	[illegible].27
8	L & M (Dragnet, NBC)	5.62
9	R. J. REYNOLDS (Phil Silvers, CBS)	6.14
10	R. J. REYNOLDS (Mr. Adams & Eve, CBS)	6.30
11.	P. LORILLARD (Jimmy Durante, CBS)	6.39
12.	AMER. TOB. (My Favorite Husband, CBS)	6.93
12	PHIL. MORRIS (Playhouse 90, CBS)	7.88
14.	AMER. TOB. (Action Tonight, NBC)	7.49
15	AMER. TOB. (Show for Summer Eve, NBC)	7.87
16.	L & M (Panic, NBC)	8.50
17	P. LORILLARD ($64,000 Challenge, CBS)	9.55
18	L & M (Spike Jones, CBS)	9.56
19	AMER. TOB. (The Big Moment, NBC)	1[illegible].64
20.	R. J. REYNOLDS (Wire Service, ABC)	13.41
21	PHIL. MORRIS (Mike Wallace, ABC)	24.09
22.	BROWN & WMSON (D. Edwards News, CBS)	51.80

These listings appear nowhere but on these pages. They are copyrighted by The Billboard Publishing Company and no reproduction may be made of them without The Billboard's consent. Requests for such consent must be submitted in writing to the publishers of The Billboard, 1564 Broadway, New York 36, N. Y.

COMING COST PER THOUSAND ANALYSES: Next Week: Household cleanser and Polish Sponsors . . . Toiletry and Toilet Goods Sponsors.

AMF Sponsors Own Bowling Show on ABC

NEW YORK — American Machine & Foundry, like Arthur Murray, belongs to that rare circle which can both produce and sponsor a TV show for complete identity and unity. It has returned to network TV after five years with a series featuring bowling equipment in every single frame of film.

What prompted AMF to buy Sundays, 8:30-9 p.m., against Ed Sullivan and Steve Allen, for a show normally programmed late afternoon or 11 p.m.? Says John Dabney, marketing veepee of AMF, "The U. S. now has 20,000,000 regular bowlers, indicating a fine cost-per-thousand. And many viewers are tired of variety shows." AMF expects the ratings to rise in January, when Sid Caesar takes over the 9 p.m. slot adjacent.

"Learn to bowl" clinics run by stars all over the country are backstopping the series on ABC-TV and the company's thesis that promoting the sport is as good as promoting AMF products. "Bowling Stars" includes spots for others of AMF's 40 divisions as well as pinspotters, bowling clothes and equipment. TV and new pinspotters are two chief contributors to bowling's popularity gains, Dabney thinks.

Addicts Sought

"With the immediate impact web TV brings an easy-to-grasp playing rules, we feel non-bowlers can become addicts once they tune in," the exec states. "We started with 51 markets, are up now to 68 and will have more before we finish our first cycle.

"After a 1952 excursion into institutional ads on 'Omnibus,' AFM produced an hour series, which it sold to 185 stations who supplied their own advertisers. It's still on in 65 markets. But consistency of theme and unity seemed sales keys, so AMF is back to backing its own. Our audience composition will show as many women and teenagers as men," says Dabney. "It's as much a family show as variety is."

'Robin and Ricky' Renews Pact With WXYZ for 2 Years

DETROIT—"Robin and Ricky," the live, kidshow veteran of 18 months here on WXYZ-TV, signed last week a two-year renewal with the station. The show stars Lally Deene, former Broadway actress, and Irvin Romig, ex-Ringling clown and features an occasional guest, a llama, a donkey, a buffalo calf and what have you.

It's an ad lib show from 11:30-12 noon across the board, with jokes, sketches and funnies designed for kids five to 15. The show also makes use of the "Little Rascals" films daily, cut in two segments of five or six minutes each. Sponsors staying with the show are Twin Pines Dairies and Hostess Twinkies.

ZIV DOES IT AGAIN!
TV's NEWEST RATIN
"Se
Starring
LLOYD
BRIDGE
As ex-Navy frogman MIKE NELSON,
daring underwater criminologist

G SENSATION!

aHunt"

s

ACTION-PACKED STORIES!

ON LAND, ON SEA AND UNDER THE SEA!

Deep-sea Drama! Underwater Thrills! Mystery! Romance! Excitement! Ziv's thrilling TV innovation is a "natural" to get high ratings, word-of-mouth publicity...sales results! And it's ready to audition now!

NEW DANGER!
NEW EXCITEMENT!
NEW HIGH RATINGS!

ZIV
Television

Labs Log Jammed With Blurb Orders

NEW YORK — Leading film laboratories in both New York and Hollywood are reported being strained to capacity by the current deluge of last-minute film print orders. This has caused the biggest log jam in years and a major round of headaches for executives of advertising agencies, syndicators and feature film distributors.

"We're operating on a 'maximum effort' basis now and still we're getting orders on commercials from agencies who want a full set of prints in just half the time they normally give us in order to meet starting dates for spot campaigns," was a typical comment voiced by the lab chief of one New York firm.

Syndicators, particularly those with regional deals on new shows or new off-network rerun packages, are now becoming leery of accepting new business orders from stations and agencies until the print situation clears up. In the feature field, no deadlines have been missed — yet. But feature houses are now becoming nervous as the dates roll around on which they must ship prints regularly to stations, particularly the 16-mm. reduction prints from 35-mm. negative originals.

There's no single basis for the current problem.

In part, it's caused by union slow-down earlier this season in New York which stockpiled a lot of work which would normally have been out of the way in the slow months of July and August and which caused some agencies to withhold orders until the union hassles were settled.

It's also caused by the unprecedented last-minute rush of commercials which agencies had stalled on earlier, waiting until program buys were completed. With schedules set, agencies are now fanning out so many commercials that producers are working overtime, and the film flow is ending up in a jam at the laboratory level.

Another contributing factor is a strong swing this season to the use of 16-mm. prints even for stations geared up to use the larger 35-mm. copies. The smaller-sized prints have always been cheaper, but it wasn't until this year that new film stocks and new projection devices — such as the CBS-developed "Immersion Bath Projector" which dunks film in a scratch-removing bath just before projection — made 16-mm TV image quality comparable to 35-mm.

A check-up by The Billboard among leading film labs shows that as much as 90 per cent or more of the film printing for TV currently is in 16-mm., with much of it being step-down printing from 35-mm. features, show negatives or commercials.

78 markets snapped up in first six weeks' Coca-Cola in Atlanta' NBC O-&-O in Los Angeles' Dixie Beer! Bowman Biscuit' Prescription 1500 in 10 markets' J Carrol Naish the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells'

tpa

Television Programs of America, Inc.
488 Madison Ave., N Y 22 • PLaza 5-2100

Clancy, Goit As TPA Nat'l Sales Heads

NEW YORK—Television Programs of America last week named Russell Clancy and Charles W Goit its national sales directors. Two national sales directors were named because the firm will have more properties to sell this year more film is being used by national advertisers both on the network and in spot and there is a greater need for servicing advertisers. Plans are going forward to increase the national sales staff.

TPA also last week decided to produce pilots of "Airline Hostess" and "Dude Ranch." The first pilot, to be produced by Anthony Veiller is about a hostess-purser. The second to be produced by Irving Cummings Jr. will dramatize the adventures, humorous and dramatic, which befall a dude-ranch owner and his teen-age daughter.

Tafon's 'Hunter' Buy From Official Sours in Courts

HOLLYWOOD—Deal whereby Tafon bought reruns of "The Hunter" from Official Films has soured, the film distributor filing suit in Superior Court here for $97,169.37 allegedly still owed by Tafon.

Suit charges that no payments have been made to Official since November, 1956, and that almost $100,000 remains to be paid from original $234,000 sales price. Named as defendants, in addition to Tafon, are Frank J. Miller Advertising and Broco, Inc.

DICHTER CLOUTS HIDDEN BLURBS

CROTON - ON - HUDSON, N. Y.—American consumers will "resist any form of subliminal manipulation," Dr. Ernest Dichter, president of Institute for Motivational Research here, has advised his clients. There are grave questions of public policy and advertising to be effective must be based on the right to listen or not to listen, the report stated. "The place for (this) is in the experimental lab or clinical therapy. Any other application without the express consent of the audience would be contrary to moral and commercial interests of the advertising community," concluded the report.

Station Group Sale Made on Ziv 'Sea Hunt'

NEW YORK — Ziv-TV is the latest syndicator to break thru with a "station group" sale for a new syndicated property. The firm has reportedly wrapped a multi-station deal for its new "Sea Hunt" series, a co-production with Ivan Tors starring Lloyd Bridges, with Storer Broadcasting, which operates stations in such centers as Detroit, Atlanta, Cleveland and Miami. The deal is similar to one made by the Westinghouse stations with Official Films for "Decoy."

So brisk have advance sales on the Ziv syndicated series been that Ziv is also said to be mapping a 1957-'58 release schedule in which as many as six different telefilm series, leading off with "Sea Hunt," will be offered in the syndication market at the rate of one per month.

Ziv meanwhile, is taking new office space in New York City, at 444 Madison, to house part of its expanded sales, moving in James Shaw's national sales staff and the Eastern and New York City syndication salesmen.

Amer. Petrol Orders Spec

NEW YORK — The American Petroleum Institute commissioned the first of a series of hour spectaculars in its anticipated $3,500,000 network TV institutional campaign to celebrate the centennial of the oil industry in 1959.

MCM-TV and Jack Denove will join forces, with Denove acting as the producer on the initial production. The title of the series which is to feature top Hollywood talent is "Centennial." Batten, Barton, Durstine & Osborn is the agency.

General Service to Roll On Flying Tigers Pilot

HOLLYWOOD—Pilot for a series based on the Flying Tigers has been set to roll at General Service Studios next month. Program, which will be produced and directed by Eddie Sutherland, has William Fleming and Sandy Kenyon in feature parts.

Official Names S. Smith

NEW YORK—Stan Smith, at one time Eastern sales manager for the ABC-TV web has been named to the newly created post of sales manager for Official Films, reporting to sales vice-president Rey Jenkin. With Official since 1955, Smith was most recently a senior account executive.

EDITORIAL

Stake Claims Clearly

For some time we have received inquiries from readers asking how it is that more than one TV film series can be called the "Number One" series at one and the same time.

Reference, in such cases, generally was made to news stories or advertisements in which distributors pridefully spoke of the high-ranking status of their programs.

Upon checking back over these conflicting claims, it became evident to us that the difficulty stems mainly from a lack of clarity in providing the specifics. Too often the basis for the statement of a series' status comes two or three paragraphs after the claim itself and, in the case of advertisements, either in the form of a footnote or, in a few cases, not at all.

To look at the matter dispassionately, this would seem a situation in which the TV film industry can best serve its own interests by seeking to eliminate some of the confusion which seems to be prevalent. If all bona fide claims become subject to doubt because of lack of clarity on the part of some, all concerned may be the losers.

There are several situations in which a show may rightfully be called the top series. One such is a multi-market rating which shows a series to have the best rating among syndicated shows. Another is when it tops all similar types of shows, such as adventure or drama. A third is when it proves the top-rated syndicated show in one or more individual markets. Others are when a show is foremost in one or more audience-composition categories in appeal to men, women or children, or when a show leads on some non-rating basis such as sales, dollar volume, number of markets or cost per thousand.

Whatever the basis, we believe the confusion can be eliminated by stating plainly where the leadership exists and which rating service is the source. It would also be most helpful if this explanatory material were placed directly adjacent to the declaratory statement about the series' status.

The vast majority of distributors, it's evident, make a conscious effort to prevent such confusion. Those who do not, we believe, have probably given no specific thought to the matter. Believing that no film distributor deliberately wishes to mislead, we would like to suggest that this matter be given careful consideration in the future.

THEATER AND TV

Faris to Produce Six Feature Pix for RKO

HOLLYWOOD— Deal is in the works between RKO Teleradio and producer Bill Faris, whereby the latter would produce a half dozen features aimed at both theater and TV release. Pact is the first under the new RKO policy of directing all feature production toward television release in one form or another (Billboard, September 16).

Pix, to be produced in the next year, fall in the $125,000 to $175,000 budget classification. RKO will release them theatrically for either 18 months or three years (which of the two periods hasn't been decided yet) and then place them into TV distribution.

Contracts for actors, writers and directors will contain clauses for TV airing. Since the pix are low budget ones, payoffs will not entail too great difficulty.

Actors basically will be paid an additional day's salary (minimum) for each day worked, except feature players, who will probably receive a percentage of original salary or $2,700 (in the case of a 90-minute feature), whichever is greater. Writers will be paid on a similar scale. All these additional payments will be made at the time the pix are released to TV.

Importance of move is that RKO is thus attempting to insure a continuous flow of feature product for its stations and, concomitantly, for other stations. If the formula proves workable other studios may follow the lead.

Altho not as open about its plans as RKO, 20th Century-Fox, for instance, is now releasing features which could be fitted into the same pattern. Lippert Pictures has used the 18-month release formula successfully for some time for low-budget pix, but ran into trouble with the guilds on payoffs to talent.

TPA Lands Seven Sales on Six Shows To Four Countries

NEW YORK — Television Programs of America has made seven foreign sales of six shows to four countries. "Fury" was bought by CMBF TV, Cuba, and Amalgamated TV, Australia. "Susie" was bought by ATV and Lone Ranger" by CMBF. "Lassie," with Flemish subtitles, goes to Radio Omroep Vlaamse TV, Belgium; "Ramar of the Jungle," Spanish-dubbed to WAPA-TV, Puerto Rico and "Halls of Ivy" to General TV of Melbourne, Australia.

UA Sale Brisk; May Issue Next Package in Jan.

NEW YORK — Sales on the latest package of post 1948 features are moving so briskly that United Artists is planning to accelerate the release of its next package of features. Set for early spring, it may be moved as early as January. Product for this group is being scouted now, with UA execs reported starting negotiations with original producers like Hecht-Hill-Lancaster and other rights holders in the UA fold.

The latest UA group of 52 titles picked up sales deals last week in a total of nine more markets to boost the total to 70 cities and a billings level in excess of $4,500,000 annually. The new markets include Madison, Wis.; Harrisburg, Pa.; Bangor, Me.; Hastings, Neb.; R[illegible]; Decatur, Ala.; Green Bay, Wis., and Fresno, Calif.

Earlier major market [illegible] scored with Chicago's WNBQ-TV and New York's W[illegible] involving package[illegible] $500,000 a[illegible] tively [illegible] group. W[illegible]

Never Before On TV!

"SHOCK!"

52 of Universal's Greatest Spine-Tingling Films

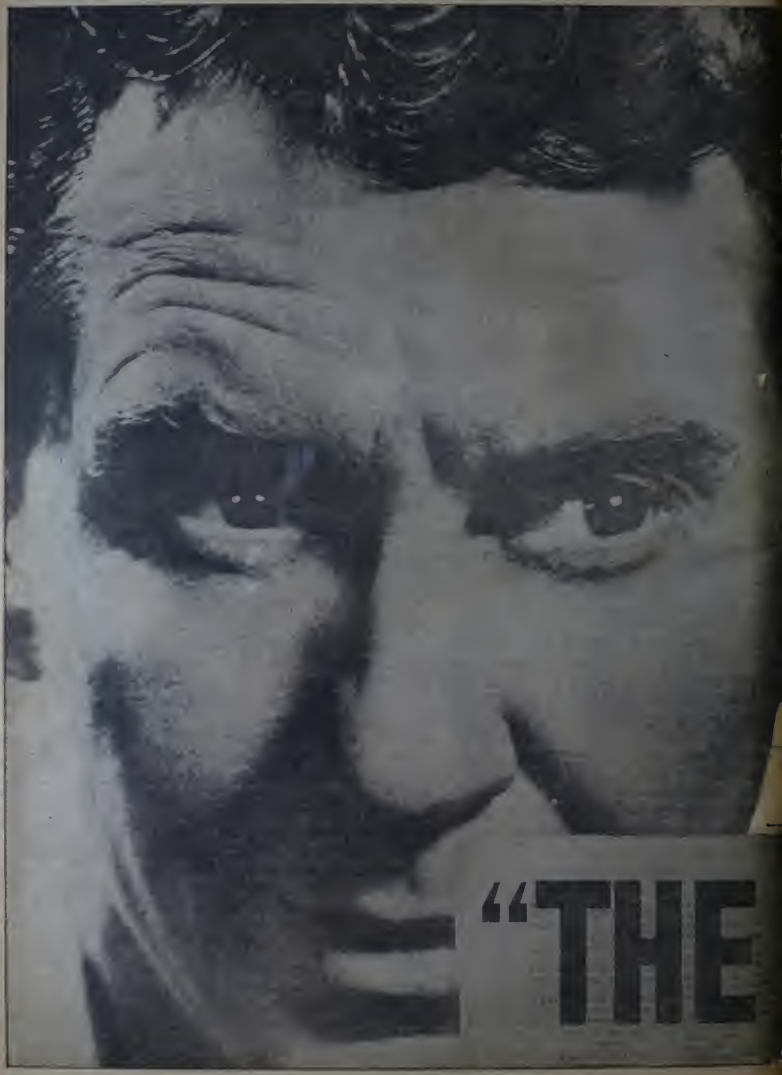
including the original

FRANKENSTEIN • DRACULA • WOLF MAN • INVISIBLE MAN!

SCREEN GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

NEW YORK 711 Fifth Ave Plaza 1-6422 | DETROIT 799 Fox Bldg. Woodward 1-2079 | CHICAGO 230 N. Michigan Ave. Franklyn 2-2696 | NEW ORLEANS 1032 Royal St. Express 3913 | HOLLYWOOD 1334 N. Beachwood Dr. Hollywood 3-2111


"THE

BURGESS MEREDITH

World famous for his stage and screen portrayals . . . acclaimed by critics and audiences . . . Burgess Meredith now makes his first regular appearance on TV as host and narrator of the NEW "BIG STORY."

Top rated against every kind of competition . . . commended by outstanding church, civic and government leaders . . . winner of a host of national awards . . . "THE BIG STORY," now in its tenth year on radio and TV, remains unmatched for audience reaction . . . publicity . . . top sponsor results.

NOW, the new "Big Story" — as exciting as today's front page — takes you behind the headlines of America's top newspapers with thrilling, dramatic, inspiring stories told in vivid documentary style.

PRODUCED BY ▲ PYRAMID PRODUCTIONS
Executive Producer — Everett Rosenthal

Call the man from

OFFICIAL FILMS INC.
25 West 45th Street • New York 36, New York
PLaza 7-0100

REPRESENTATIVES IN
Beverly Hills, Chicago, Dallas, San Francisco, St. Louis, Boston, Atlanta, Philadelphia

BIG STORY"

The Billboard Scoreboard · TV PROGRAM REVIEWS

NETWORK REVIEW

'Price' Tagged One of Season's Brightest

By CHARLES SINCLAIR

Price Is Right (Net)
Host, Bill Cullen. Panel selected from studio audience. Producer, Robert Stewart. Director, Paul Alter. Associate producers, Beth Hollinger and Barbara Olsen. A Goodson-Todman production. Sponsor, Speidel Corporation thru Normae, Craig & Kummel.
(NBC-TV, 7 30-8 p m., EDT, September 23.)

Having perfected its technique during a summer of daytime exposure, the nighttime version of "The Price Is Right" shapes up from the start as one of the brightest and zingiest evening entries of the new season. The colorcast nighttime premiere (the daytime series continues on NBC-TV) whizzed lightly thru a fast-paced half hour, and never got bogged in the trick mechanics.

Even the studio audience pitched wboleheartedly into the romp, shouting their encouragement to the panel of contestants and whooping it up with the winners.

As emseed witb professional smoothness by Bill Cullen, the "game" element of the Goodson-Todman package is simplicity itself and puts the emphasis on the persnnality of the contestants.

Nnt that the loot element is missing, as in, say, "What's My Line?" Cnntestants (and home viewers) take a shot at guessing. auction fashion, the retail price of a pile of merchandise prizes which compares, in the bankroll department, with almost any of the gold mine gimmick.

Therein lies the show's real gimmick. Audiences today may well be on their way to becoming blase about large hunks of Uncle Sam's currency, with the difference between $50,000 and $100,000 being hard to visualize. On "Price," this gap is neatly bridged, to judge from the studio reaction, by simply presenting all the things that money can buy—mink stoles, trips to Paris, antique furniture, Cadillac convertibles, kitchen appliances, etc.

Old hands at the game, Goodson-Todman staffers neatly picked from the studio audience a lively and extroverted panel of price-guessers: A cute Texas gal who blushingly admitted she designed lingerie, a young engineer in New York on his honeymoon, a motherly housewife with scads of grandchildren and a Damon Runyonesque bartender from Toots Shor's.

"Price" is likely to give entrenched "Robin Hood" on CBS-TV some lively Monday competition for the rating bull's-eye as 7:30 p.m. lead-off on the networks.

Charles Sinclair.

The Thin Man (Net)

Stars: Peter Lawford, Phyllis Kirk. Cast: Natalie Norwick, Roy Glenn, John Mitchum, Grant Richard, Ken Lynch. Written by Phil Davis. Directed by Barney Girard. Produced by Edmund Beloin for MGM-TV. Sponsored by Colgate-Palmolive thru Ted Bates.
(NBC-TV, 9 30-10 p m. PDT, September 20.)

Peter Lawford and Phyllis Kirk get the nod as the most delightful twosome to make their bow on television so far this season. Chances are good that this will be enough to make "The Thin Man" one of the hits of the year.

This is, providing the other episodes have the production quality of the opener, which, reportedly, was the sixth show filmed. This presumably means that the first five had troubles of one sort or another.

Nevertheless, the premise is a sound one even if the title isn't (anyone unfamiliar with the history of the series would have been completely lost by it). Lawford, an unofficial detective Nick Charles, is a former private eye who's turned from dirt to riches. The riches came with Miss Kirk (wife Nora), who still likes to dabble in dirt once in a while.

Charles' first case (on TV) concerns itself with one of Nora's friends who's supposedly become a kleptomaniac. As it turns out she's the victim of a shakedown racket, and thinks she's killed a man. Charles takes a beating proving that she didn't, but that's the story.

Story development was somewhat hazy, and rather slow at the beginning, but everything was tied down at the end. First-rate production put into the half hour by M-G-M helped out.

Principal objectinn is to program's over-sophistication. In the first scene, for instance, the Charleses are buying a gold locket for dog Asta. This may not irk a $2,000 per script writer, but it could prove somewhat unpalatable to a guy wondering where he's going to get the money to pay the gas bill. Likewise, Lawford's Oxford accent could be toned down somewhat.

Good points are the lighthearted approach, the pleasant personalities of Lawford and Miss Kirk, and the intimate smooching scenes, which should appeal to both halves of the sexes. Colgate-Palmolive commercials blended well into the frothy mixture. Bob Spielman.

Polly Bergen Show (Net)

Polly Bergen Show (Net)
Star, Polly Bergen. Guests, Julius La Rosa, Jack Carson, Sylvia Sydney and Jack Barry. Producer-director, Bill Colleran. Sponsor, Max Factor on alternate weeks thru Doyle, Dane & Bernbach.
(NBC-TV, 9-9 30 p m., EDT, September 21.)

Polly Bergen began her network career with a debut show whose attempts to be different were sadly inadequate. The format: Collect a panel of names to act as program advisors, set them quarreling among themselves in phony dialog about how the show should be done and then stage the show in all the conflicting styles the panel suggests. The result: A portrait of Polly Bergen's talents in which she becomes the show business version of Jack Armstrong as she outperforms her competitors. Can they dance, joke and sing in all styles? No, but neither can she.

The trouble, of course, was that Miss Bergen, whose pert attractiveness gives her a headstart with audiences, came off as voice without a personality, a voice which sang everything well but nothing in a distinguished style. Everything was there but the power to move people and make them feel along with her. Among her numbers were "Tammy," "I've Got You Under My Skin" and "Smoke Gets in Your Eyes." She consented to collaborate with Julius La Rosa in the cutest number in the show, "When You and I Were Young Maggie Blues." The others on panel besides La Rosa were Sylvia Sidney and Jack Carson. In a familiar role was Jack Barry, the panelmaster.

This again is another show whose aim is polish and slickness. It may make out, but only because its opposition is not as strong as it might be. Miss Bergen's commercials for Max Factor were convincing. Leon Morse.
vincing.

Official Detective (Synd.)

Host: Everett Sloane. Cast: Paul Sullivan, Judy Short, Morris Ankrum, Francis De Sales, John Goddard, Anne Loos, Craig Duncan, Jack Hogan. Written and produced by Mort Briskin. Directed by Leo Sholem. Filmed by Desilu. Distributed by NTA.
(KTLA, Los Angeles, 8 8 30 p.m., September 24.)

Another of the year's more solid entries into the syndication field, "Official Detective," is the kind of program that will probably take some time to build. Best slot for the show is most likely a late night one, i.e., 9:30 p.m. onwards, since it embodies the type of realism that dyed-in-the-wool detective fans go for.

First story dealing with the slaying of a redhead was termed a "baffling case," but actually, the big problem was identification of the body. After two identifications had turned out to be wrong, detectives hit on the weird gimmick of placing a mock-up of the dead girl in a department store window. It worked, tho, because the mannekin was seen by the girl's sister, and this finally led to the capture of the killer.

Approach was a little too pedestrian and could have bad more sparkle. Technique strongly resembled "Dragnet," and some of incidental dialog was plain corny. Nevertheless, series has enough muscle to have planted a firm foot on the ground.

Dangers of type-casting in these days of look-alike programs was pointed out by the fact that "Official Detective" in Kansas City played police captain in "M-Squad" opener a few days before. Fast transfer. Bob Spielman.

The Californians (Net)

Stars, Adam Kennedy, Sean McClory. Producer, Robert Bamler. Executive producer, Robert Fisk. Writer, Frederick H. Brennan. Sponsor, Singer Sewing Machine thru Young & Rubicam.
(NBC-TV, 10-10:30 p m., EDT, September 24.)

The kick-off stanza of this new series is entitled "The Vigilantes Begin," and it was none too soon from the looks of things in San Francisco around 1851. The opening moments recounted shootings, hangings, drownings, muggings, kidnappings, etc. And the bloody battle continued all thru this weak script which resulted in a totally unbelievable performance by all hands. All this to the accompaniment of an off-stage choir to highlight dramatic moments.

But now that the first episode is over and the need for law and order established, perhaps the writers will concentrate more on romance and history as promised. Surely the Singer Sewing Machine Company must have seen less bloody stanzas with some appeal to the distaff side before tying its bobbin on this one. Adam Kennedy's one claim to romance in this seg (if the ladies were still watching) was his meeting with storekeeper and friend, Jack McGivern's wife, to whom he decided, "All the purty darlin's are married."

Charlotte Summers.

Perry Mason (Net)

Stars for "The Case of the Restless Redhead": Raymond Burr and Barbara Hale. Cast includes: Whitney Blake, Ray Collins, William Hopper and others. Producer, Ben Brady. Director, Ted Post. Sponsors, various.
(CBS-TV, 7:30-8.30 p m., EDT, September 21.)

Sharp improvement is needed in this hour whodunit, the first of its kind, if it is to survive the Saturday night competitive struggle. In spite of fairly good ratings, the debut stanza, "The Case of the Restless Redhead," was a tedious, over-plotted story which steadily grew less suspenseful. A few more like this one, and viewers will overcome their inertia.

A major fault was the colorlessness of the character of Perry Mason as well as lack of characterization in the writing of other key characters. And it was not the fault of veteran actor Raymond Burr. He has too many other achievements to bis credit to blame him here. As his secretary, another talented thespian, Barbara Hale, was wasted. The trouble seemed to be in the production department and included the director and writer.

The story was about a girl being set up to take a murder rap until Mason intervened. Tha best performance was given by Vaughn Taylor. Ray Collins is badly cast as police lieutenant Tragg. More contrast is needed here with Mason. Tha Purex commercials were good. Leon Morse.

NETWORK REVIEW

'OSS' Cloak, Dagger Lacking in Distinction

By LEON MORSE

O.S.S. (Net)
Star for "Operation Fracture": Ron Randell. Cast includes, Robert Gallico, Lionel Murton and others. Producer, Jules Buck. Director, Robert Siodmak. Script, Paul Dudley. Sponsor, the Mennen Company thru McCann-Erickson.
(ABC-TV, 9.30-10 p m., EDT, September 26.)

In "O.S.S." Mennen has a relatively undistinguished but slickly produced cloak and dagger show. It may attract some viewing, but it will be primarily because of its time period rather than being attributable to dramatic values.

The format of any cloak and dagger series works against it, since essentially tha situations are phony and melodramatic. Such drama may have style, a manner of presentation which will overcome the limitations of the material being treated. "O.S.S.," however, is an assembly line creation which mere slickness cannot gloss over.

Set during World War II, the story detailed how Capt. Frank Hawthorn, the central character, broke up a Nazi Intelligence operation that was getting informatinn from captured American airmen. The Nazi's tricked the airmen into believing they were in an American hospital by wearing American uniforms. Hawthorn handled his assignment with a minimum of difficulty. Tha only fairly suspenseful moment was his use of a radio built into his shoe to send information to the O.S.S.

Ron Randell, the hero, is a new face whose acting is satisfactory. The Mennen commercials wera convincingly presented.

Harbourmaster (Net)

Star, Barry Sullivan. Producer-director, Felix Feist. Sponsor, R. J. Reynolds thru William Esty Company.
(CBS-TV, 8-8 30 p.m., EDT, September 26.)

Some picturesque New England scenery went to waste in the opening stanza of this "marine adventure drama," which chose the old plot about the heroine smuggler and the old climax about the dog which finds the big clue just in time to trap the villain. From just one episode, "Harbourmaster" has nothing new to offer but an extra letter in its title.

Barry Sullivan treads water in the dull role of David Scott, a gent whom the script made second in brains to the dog that found the narcotics evidence. Paul Burke dashes around the coastal island futiley as Scott's sidekick, with Nina Wilcox looking pretty as a cast regular tha script failed to identify.

Whether there are some fresh, real adventures for a harbourmaster to get into is a moot point. Producer-director Felix Feist will have to make the series in spite of the scripts. Right now, it resembles "The Vise," except that Sullivan has two good arms instead of one. He ought to use them to scrape away some of the barnacled cliches. Bob Bernstein.

George Gobel Show (Net)

Cast, Eddie Fisher, Pete Marshall, Tom Noonan, Jeff Donnell, Johnnie Mann, Shirley Harmer, Barbara Bostock. Producer-director, Alan Handley. Writers, Harry Winkler, Elon Packard, Jack Brooks, Milton Rosen. Sponsors, Liggett & Myers thru McCann Erickson; RCA and Whirlpool thru Kenyon & Eckhardt.
(NBC-TV, 8-9 p m., September 24.)

George Gobel is George Gobel is George Gobel and there ain't nobody can change that the slightest bit. Obviously content to leave well enough alone, producer Alan Handley came up with a raft of talented folks and set them off in lavish production numbers to work around the comedian. The variety stanza added up to pleasent entertainment which perhaps needed more high spots.

Lonesome George was lovabla, amusing and charming but never hilarious. The top spot of tha show was provided by Tommy Noonan's routine which can be best described as a one-man "Allen's Alley." Including straight man Pete Marshall, this was truly a hilarious segment. Permanent guest Eddie Fisher sang nicely and spoke softly of next week's show which stars him with Gobel in the guest slot.

Also starred was Jeff Donnell, who in addition to returning as Gobel's wife, "Alice," was given a new hairdo, wardrobe and personality. She should shed her fancy clothes and comedy song and dance numbers and go back to "nagging old Alice."

Charlotte Summers.

Circus Boy (Net)

Stars: Mickey Braddock, Robert Lowery, Noah Beery, Guin Williams, Bimbo. Directed by Robert G. Walker. Produced by Norman Blackburn and Herbert Leonard for Screen Gems. Sponsored by Mars and Kellogg thru Knox Reeves and Leo Burnett.
(ABC-TV, 7.30-8 p.m., PDT, September 19.)

"Circus Boy" has a new network and new sponsors but otherwise little is changed in the series from last season. The fresh time period will probably rebound to the advantage of the program, which looks to be better suited for Mars and Kellogg than it was for Reynolds Aluminum.

Emphasis continues to be in action and thrills of the circus, tho the initial stanza mixed in comedy with the hazards in what proved a pleasant change of pace. Circus is caught in a draught area and lacks water. Townspeople are not disposed to give it much, so Joey the Clown (Noah Berry Jr.) tries to find it with a divining rod, and when that fails attempts to seed the clouds from a balloon. Disaster is narrowly averted when elephant Bimbo finally sniffs a hidden spring.

Berry during the past season has emerged as the real star of the program, tho Mickey Braddock fits in well as the youngster and Robert Lowery is good in the rola of Big Tim Champion. Over-all, show is one of the best of the k[illegible]

Bob Sp[illegible]

Copyrighted material

NETWORK REVIEW

Miss Clooney Blooms In Her New TV Show

By BOB BERNSTEIN

Rosemary Clooney (Net)
Star, Rosemary Clooney. Director, Dik Darley. Co-producers, Joe Shribman and Darley. Sponsor, Lever Bros. for Lux thru J. Walter Thompson (NBC-TV, 10-10:30 p.m., EDT, September 26.)

Miss Clooney has come a long way, leaving a number of her fellow vocalists far behind in the personality derby. This girl can really carry a show of her own, especially with the informal air and good scripters she's been given.

Frank DeVol, music director, provided an amusing characterization on the opener which should be a help in future weeks, while the Modernaires harmonized cheerfully to break up the sound pattern. Ernie Ford added a big plus as guest, with Jane Wyman picking up the final moments in a walk-on. The family side of the network was stressed nicely with Ford and Miss Wyman introduced as Miss Clooney's "neighbors" in adjacent time slots.

Dik Darley's direction was simple but stylish, and the star was in top vocal form. To the Clooney charm has been added a flair for chuckle-type comedy which blends neatly with the format of songs. The premiere was easy on all the senses.

Against the Ice (Net)

Producer, Robert Emmett Ginna. Photography, Bill Hartigan. Writers, Glenn and Pat Trese. Music, Kenyon Hopkins. Narrator, James E. (Tex) Gardiner, U. S. Navy. Developed by Henry Salomon, director of Special Projects, NBC-TV. Sponsored by Timken Roller Bearings thru Batten, Barton, Durstine & Osborn (NBC-TV, 9:30-10:30 p.m., EDT, September 23.)

As an exercise in armchair adventure, NBC-TV's "11 Against the Ice" often proved, in an understated manner, far more exciting than many of the fictional film adventure shows and Westerns currently on view. That is, as soon as the hour-long color film got down to the business of documenting the true story of an 11-man Army-Navy team's dangerous trail-blazing across the Antarctic.

The "it really happened" feeling was furthered by the use of an actual member of the expedition, Tex Gardiner, as an off-screen narrator working from a script which created drama by indirection rather than bravura theatrics.

To some degree, the off-hand manner of the participants and narrator Gardiner may well have played down too far the incredible dangers of the journey. Thanks to Tex reassuring voice and the grins of his buddies as they edged 30-ton bulldozers to the very brink of snow crevasses big enough to swallow the Empire State Building, you seldom got the suspenseful feeling that they were literally flirting with death. The "shock" value actually came as a delayed viewer reaction rather than on the spot.

Sound track music was lean and simple, with the only jarring note coming from an NBC-TV bow in the direction of Hollywood Westerns by injecting a pseudo folk song, "Ballad of the Cowboy-Sailor," as a "theme" which seemed stilted against the blinding white glare of the Antarctic wasteland and the dogged determination of the real-life protagonists.

Timken's commercials, thru BBDO, were unusually clever examples of the effective uses of film animation to point up the varied uses for roller bearings, but slid into routine copy elements when making the final point that Timken bearings were "helping America in the drive for 'Betterness'"—a theme lifted almost intact from BBDO's institutional campaigns for duPont.

Charles Sinclair.

Bowling Stars (Net)

Host, Whispering Joe Wilson. Producer, Mali Niesen. Sponsor, American Machine & Foundry Company thru Fletcher D. Richards, Inc. (ABC-TV, 8:30-9 p.m., EDT, September 22.)

If you know what "152 and a double to 198 thru the seventh" means, you'll enjoy this 26-week series immensely. If "$10 a stick for every pin over 700" doesn't throw you, the matches between champ bowlers will prove exciting and suspenseful.

Simple, effective photography and great sound disks made the opener seem live rather than film. Whispering Joe Wilson was a bit too breathless as host, but provided illuminating statistics and called the games with apparent insight. The major trouble is the supposition that everyone knows bowling rules, scoring and match procedure. It's great for fans but where does an alien go to register?

The show has a catchy theme song, entertaining commercials and excellent editing. But it's too special to attract any but real lovers of the sport. Bob Bernstein.

Gunsmoke (Net)

Star: James Arness. Cast: Dennis Weaver, Milburn Stone, Amanda Blake, John Dehner. Written by John Meston. Directed by Norman MacDonnell. Filmed by Filmaster Productions. Sponsored by Liggett & Myers thru Dancer, Fitzgerald & Sample, and by Remington thru Young & Rubicam (CBS-TV, 9-9:30 p.m., PDT, September 14.)

"Gunsmoke" is that rare television program which has fulfilled all of its early promise. Among "adult" Westerns it was first on the air, is first in the ratings, and obviously first in the hearts of its sponsors.

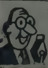
What has kept it there is a consistency of quality few programs can match, and for which none of the participants can take all the credit, but for which all, from writer John Meston to Filmaster's Bob Stabler, can take some. In short, it's a well-integrated operation.

Season opener is typical of the type of stories that have kept setsiders on edge. A gunman rides into town. He is so jumpy he shoots a small dog that yaps at him. Marshal Mat Dillon (Arness) doesn't want to run him out of town before he finds out who hired him, and why. Thereby hangs the tale.

Eventually Dillon is forced to fight it out with the gunman, who stops a couple of slugs. As he lies dying it turns out that he came to kill Dillon himself, something he thought he had to do in order to prove to himself he still had his nerve.

First-class direction by Ted Post kept the pace moving smoothly. Commercials by L&M, grandly announcing that the L&M filter is patented, probably didn't impress nearly as many viewers as the program. Bob Spielman.

Sale $245,000 Sale
Newly renovated New York City building designed for T.V. film production—including complete facilities. Excellent opportunity for immediate sale.
Box 121, Billboard,
1564 Broadway, New York, N. Y.



Latest Comedy Material
for MC's, Magicians, Entertainers, etc. Send for latest [illegible] of great [illegible] gagfiles, monologs, [illegible] etc. [illegible] by [illegible] biz top gag-[illegible]. Or send $1 for $[illegible] of [illegible]. Money ba[ck] [illegible] 0, 106 [illegible] 45 S[illegible] 3.

Nat'l Spots in WGN Movies

CHICAGO—WGN-TV was active last week filling its Friday 10 p.m. film feature with national spots, after the last was vacated by Community Builders, which sought an earlier night in the week and found it on Tuesday at WBKB. By the week's end, WGN was more than half sold up, and Jim Hanlon, press chief, predicted a near sell-out by show time this Friday. The new sponsorship setup starts with first-run Western, "Bad Men From Missouri."

Heretofore, the station has had only Thursday available for spots, and the SRO sign has been up with a premium price tag attached.

Gray Opens Fire

• Continued from page 2

velope new ideas and properties." The whole problem, he felt, was "a matter for decision involving the broadcasters, the advertisers and the producers."

As a parting shot at TV's current headaches, the tobacco official turned to color TV, stating, "From an advertiser's point of view, we do not see how we can divert money from other color media to invest in color TV until such time as the circulation potential would warrant such a diversion."

When might this be? As adman Gray saw it, "I don't think the time for that decision will come before 1960."

Blau and Harris to Run, Not Liquidate, Republic Pictures

NEW YORK—Joseph D. Blau and Joseph Harris take issue with the last paragraph of a story printed in the September 23 issue of The Billboard. It detailed their litigation against Herbert J. Yates who refused to consummate a deal by which they would have taken over his control of Republic Pictures.

There is a stipulation in the contract between Blau and Harris and Yates that the new controlling group would not liquidate the film company but operate it. The story said otherwise.

AAP Adds 11 TV Stations

NEW YORK—Eleven more TV outlets, spearheaded by New York's WABC-TV, have signed with Associated Artists Productions for such film fare as Warner Bros. Features, Popeye cartoons and "Johnny Jupiter" reruns. New deals include outlets in Albany and Plattsburgh, N. Y.; Cincinnati, Detroit, San Diego, Calif., and Hartford, Conn.

On another film front, it was reported this week that AAP had dropped plans to do a remake of Warner's classic "The Maltese Falcon," and is restoring it to the Warner feature package.

Unger Prexy

• Continued from page 2

and national hook-ups using co-axial cable." Nelson will unveil the film web's live planning at an advertising meeting tomorrow (1) in Boston. Presumably, the live NTA shows will be in the nature of special events and sports offerings.

Thank You

Arthur Godfrey:

—for a week of wonderful CBS Network Radio and Television Shows out of Omaha, Nebraska.

—because of your personal appearances with GOLDIE, each of the eight performances of the Ak-Sar-Ben World Championship Rodeo in the mammoth Ak-Sar-Ben Coliseum was sold out.

Come Again!

CBS In Omaha

WOW RADIO 590 OMAHA
WOW-TV CHANNEL 6
OMAHA'S MEREDITH STATIONS

PULSE FILM RATINGS for July

For complete information on programs, ratings, audience size or coverage, please consult The Pulse, Inc., 15 W. 46 St., New York, N. Y.

The Pulse Audience Composition Studies

• Syndicated Film Adventure Shows

JULY RATINGS

Rank	Show & Distrib.	Avg. Rtg.
1.	State Trooper (MCA)	14.8
2.	I Search for Adventure (Bagnall)	12.3
3.	Captain David Grief (Guild)	12.2
4.	Martin Kane (Ziv)	11.8
5.	Men of Annapolis (Ziv)	11.5
5.	Silent Service (NBC)	11.5
7.	The Falcon (NBC)	11.4
8.	Whirlybirds (NBC)	9.6
9.	Soldiers of Fortune (MCA)	9.3
10.	Superman (Flamingo)	9.2

AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Martin Kane (Ziv)	.89
2.	State Trooper (MCA)	.88
3.	Dangerous Assignment (NBC)	.86
3.	I Led Three Lives (Ziv)	.86
3	Man Behind the Badge (MCA)	86
6.	Federal Men (MCA)	85
7.	Man Called X (Ziv)	83
8	Dateline Europe (Official)	82
9.	Men of Annapolis (Ziv)	81
10.	Combat Sergeant (NTA)	80

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Man Called X (Ziv)	.85
1.	Waterfront (MCA)	.85
3	State Trooper (MCA)	.83
4	The Falcon (NBC)	82
5	I Led Three Lives (Ziv)	.79
5.	Martin Kane (Ziv)	.79
7.	Man Behind the Badge (MCA)	78
8	Dangerous Assignment (NBC)	75
9	China Smith (NTA)	74
9.	Federal Men (MCA)	74
9.	Soldiers of Fortune (MCA)	74

AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Bomar of the Jungle (TPA)	92
2.	Jungle Jim (Screen Gems)	.91
2.	Superman (Flamingo)	.91
4.	Whirlybirds (CBS)	89
5	Long John Silver (CBS)	88
6	Flash Gordon (Guild)	.84
7.	Rocky Jones, Space Ranger (Official)	81
8.	Foreign Legionnaire (TPA)	78
9.	Sheena, Queen of the Jungle (ABC)	75
10.	Silent Service (NBC)	68

• Syndicated Film Drama Shows

MAY RATINGS

Rank	Show & Distrib.	Avg. Rtg.
1.	Esso Golden Playhouse (Official)	16.[illegible]
2	Dr. Hudson's Secret Journal (MCA)	14.0
3	O. Henry Playhouse (Gross Krasne)	12.5
4	Star and the Story (Official)	11.0
5.	Dr. Christian (Ziv)	10.8
6	Studio 57 (MCA)	9.6
7	Superman (Flamingo)	9.2
8	Famous Playhouse (MCA)	8.0
9.	Star Performance (Official)	7.8
10.	Science Fiction Theater (Ziv)	7.5

AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Celebrity Playhouse (Screen Gems)	88
2.	Dr. Hudson's Secret Journal (MCA)	87
3.	Studio 57 (MCA)	86
4.	Esso Golden Playhouse (Official)	85
4.	O. Henry Playhouse (Gross-Krasne)	85
6	The Unexpected (Ziv)	84
7	Famous Playhouse (MCA)	83
7	Your All Star Theater (Screen Gems)	8[illegible]
9	Dr. Christian (Ziv)	82
9.	Star Performance (Official)	82

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1	Dr. Hudson's Secret Journal (MCA)	81
2	Headline (MCA)	79
3	Science Fiction Theater (Ziv)	.78
4	Esso Golden Playhouse (Official)	.73
4	Studio 57 (MCA)	73
6	Celebrity Playhouse (Screen Gems)	71
6	Dr. Christian (Ziv)	.71
8	O. Henry Playhouse (Gross-Krasne)	69
9	Famous Playhouse (MCA)	.68
10	Star and the Story (Official)	67
10.	The Unexpected (Ziv)	67

AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	My Favorite Story (Ziv)	12
2.	The Unexpected (Ziv)	[illegible]
3	Your TV Theater (Ziv)	38
4	Science Fiction Theater (Ziv)	[illegible]
5	Your All Star Theater (Screen Gems)	33
6	Celebrity Playhouse (Screen Gems)	28
6.	Famous Playhouse (MCA)	28
8	Star Performance (Official)	27
9.	Esso Golden Playhouse (Official)	[illegible]
10.	Dr. Christian (Ziv)	22
10.	O. Henry Playhouse (Gross Krasne)	22

PULSE LOCAL RATINGS FOR AUGUST

THE TELEVISION INDUSTRY'S MOST COMPLETE INDEX OF TOP LOCAL TV PROGRAMS

ATLANTA

3 TV STATIONS—217,000 TV HOMES reported by The Pulse in the area surveyed

Market Statistics:

as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—77[illegible] 900 (3d in U. S.)
Buying Income—$1,[illegible],091,000 (4th)
Retail Sales—$1,093,106,000 (21st)
Food Sales—$211,8[illegible],000 ([illegible])
Drug Sales—$[illegible],608,[illegible] (2[illegible])
Automotive—$201,4[illegible]3,000 ([illegible])
Above figures include following counties: Cobb, De Kalb, Fulton

TOP NETWORK SHOWS

1. $64,000 Question, WAGA, T. 29.4
2. Twenty One, WSB, M. 26.7
3. Gunsmoke, WAGA, S. 21.5
3. What's My Line, WAGA, Su. 21.5
5. Studio One Summer Theater, WAGA, M. 21.4
6. Climax! WAGA, Th. 21.3
7. $64,000 Challenge, WAGA, Su. 20.9
8. I've Got a Secret, WAGA, W. 19.9
9. Playhouse 90, WAGA, Th. 19.8
10. Alfred Hitchcock, WAGA, Su. 19.5

TOP MULTI-WEEKLY SHOWS

1. Queen for a Day, WSB, M.-F. 10.8
2. Newsroom (10:30), WSB, M.-F. 10.5
3. Guiding Light, WAGA, M.-F. 10.2
3. Waterfront, WAGA, W.-Th. 10.2
5. Search for Tomorrow, WAGA, M.-F. 10.1
6. Love of Life, WAGA, M.-F. 10.0
7. Morning Edition (11 a.m.), WAGA, M.-F. 9.7
8. Edge of Night, WAGA, M.-F. 9.3
9. Armchair Playhouse, WSB, M.-F. 9.2
9. Comedy Time, WSB, M.-F. 9.2
9. Mickey Mouse Club, WLWA, M.-F. 9.2

TOP FEATURE FILMS

Once-Weekly

1. Armchair Playhouse, Su.-3:00-4:30 19.4
2. MGM Playhouse, Su.-12:45-3:00 17.9
3. 20th Century Playhouse, Su.-10:00-12:00 13.0
4. Film, M.-8:30-9:30 12.4
5. Request Performance, F.-10:45-12:00 9.9

Multi-Weekly

1. Late Show, M.-Th., S.-10:45-12:00 10.0
2. Armchair Playhouse, M.-F. 12:15-2:00 9.2
3. Big Adventure, M.-F.-5:00-6:00 9.1
4. Movietime U.S.A., S., Su.-1:30-3:00 9.3
5. Movietime U.S.A., M.-T., Th.-F., Su.-10:45-11:00 4.7

TOP SYNDICATED FILMS

1. Science Fiction Theater (Ziv), WAGA, T.-9:30 20.7
2. Soldiers of Fortune (MCA), WAGA, M.-10:00 15.0
2. Sheriff of Cochise (NTA), WSB, W.-10:00 15.0
4. Dr. Christian (Ziv), W.-9:30 14.9
5. Code Three (ABC), WAGA, T.-10:00 14.2
5. Man Called X (Ziv), WAGA, F.-7:00 14.2
7. Susie (TPA), WSB, M. [illegible]:00 14.0
8. Badge 714 (NBC), WSB, [illegible] [illegible]
9. Captain David Grief (Guild), WSB, M. 9:30 12.[illegible]
10. Famous Playhouse (MCA), WLWA, T. [illegible]:00 12.2
10. State Trooper (MCA), WAGA, W. [illegible]:00 12.2
10. Men of Annapolis (Ziv), WAGA, Th. 10:00 12.2
13. Highway Patrol (Ziv), WAGA, F. 10:00 11.9
14. Crossroads (Official), WLWA, M. 9:30 11.1
15. Studio 57 (MCA), F. 10:30 10.9
15. Dr. Hudson's Secret Journal (MCA), WSB, T. 10:00 10.9
15. Cisco Kid (Ziv), WAGA, S. 5:30 10.9
18. Heart of the City (MCA), WLWA, M. 10:00 10.[illegible]
19. Mr. District Attorney (Ziv), WAGA, M. 10:30 10.5
20. City Detective (MCA), W. [illegible]:00 10.[illegible]

BALTIMORE

3 TV STATIONS—419,900 TV HOMES reported by The Pulse in the area surveyed

Market Statistics

as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—[illegible],461,600 ([illegible]th in U. S.)
Buying Income—$[illegible],04[illegible],000 ([illegible]th)
Retail Sales—$1,[illegible],[illegible]8,000 ([illegible]2th)
Food Sales—$3[illegible],[illegible]4,000 ([illegible]2th)
Drug Sales—$[illegible]3,[illegible],000 ([illegible]th)
Automotive—$[illegible],4[illegible],000 ([illegible]6th)
Above figures include following counties: Anne Arundel, Baltimore City and Baltimore [illegible]

TOP NETWORK SHOWS

1. Climax! WMAR, Th. 32.3
2. Playhouse 90, WMAR, Th. 30.4
3. Wyatt Earp, WAAM, T. 26.5
4. Gunsmoke, WMAR, S. 25.0
5. What's My Line? WMAR, Su. 25.0
6. Studio One Theater, WMAR, M. 24.5
7. Richard Diamond, WMAR, M. [illegible]
7. $64,000 Challenge, WMAR, Su. [illegible]
9. $64,000 Question, WMAR, T. [illegible]
10. Robert Cummings, WMAR, Th. [illegible]

TOP MULTI-WEEKLY SHOWS

1. Public Defender, Misc. WMAR, T., Th. 17.1
2. Mickey Mouse Club, WAAM, M.-F. 14.1
3. Esso Reporter, Sports (11 p.m.), WMAR, M.-F. 13.1
4. Dial—Dollars, WMAR, M.-F. 12.1
5. Amos and Andy, WMAR, M.-F. 12.0
6. CBS News-Edwards, WMAR, M.-F. 11.0
7. 7:00 Final, Weather (7:00 p.m.), WMAR, M.-F. 1[illegible].[illegible]
8. Channel 2 Theater, WMAR, M., W., F. 10.0
9. Late Show, WAAM, M.-Th. 9.7
10. Guiding Light, WMAR, M.-F. 9.2

TOP FEATURE FILMS

Once-Weekly

1. Theater of the Air, WMAR, S.-11:00-12:00 20.1
2. Ford Film Playhouse, WAAM, F.-10:30-12:00 15.[illegible]
3. Saturday Playhouse, WAAM, S.-4:30-6:00 11.0
4. Premiere Performance, WMAR, T.-11:15-12:00 9.5
5. Academy Theater, WBAL, S.-6:30-7:30 8.0

Multi-Weekly

1. Channel 2 Theater, WMAR, M., W.-F.-11:15-12:00 10.0
2. Late Show, WAAM, M.-Th., S.-Su.-10:30-12:00 9.1
3. 20th Century Theater, WBAL, S.-Su.-11:15-12:00 8.4
4. Early Show, WAAM, M.-S.-6:00-7:30 7.6
5. Playhouse 13, WAAM, M.-F.-1:00-3:00 4.8

TOP SYNDICATED FILMS

1. Men of Annapolis (Ziv), WMAR, S.-10:30 20.8
2. Public Defender (Interstate), WMAR, T.-6:30 17.1
3. Studio 57 (MCA), WAAM, T. 10:30 16.0
4. Highway Patrol (Ziv), WMAR, S.-7:00 15.8
5. I Spy (Guild), WAAM, F.-10:00 14.3
6. Sheriff of Cochise (NTA), WBAL, S. [illegible] 13.3
7. Annie Oakley (CBS), WBAL, W. 7:00 12.3
8. Amos and Andy (CBS), WMAR, M. 6:00 12.0
9. Inspector (NBC), WBAL, W. 1[illegible]:[illegible]0 11.8
9. Federal Men (MCA), WMAR, F. 6:30 11.8
9. City Detective (MCA), WMAR, W. 6:30 11.8
12. Cisco Kid (Ziv), WBAL, T. [illegible]:00 11.3
13. Waterfront (MCA), WMAR, M. 6:30 11.0
14. Silent Service (NBC), WBAL, [illegible] 10:30 10.8
14. Esso Golden Playhouse (Official), WMAR, Su. [illegible]:00 10.8
16. (Death Valley Days (U. S. Borax), WBAL, M. [illegible]:00 10.5
16. O. Henry Playhouse (Gross Krasne), WMAR, Su. 11:00 10.[illegible]
18. Stage [illegible] (TPA), WBAL, M. 10:30 9.0
18. Hopalong Cassidy (NBC), WBAL, F. 7:00 9.0
20. Soldiers of Fortune (MCA), WBAL, Th. 7:00 9.5
20. Victory at Sea (NBC), WAAM, F. 9:00 9.5
20. Gene Autry (CBS), WAAM, S. [illegible]:30 [illegible]

CHARLOTTE, N. C.

2 TV STATIONS—55,200 TV HOMES reported by The Pulse in the area surveyed

Market Statistics:

as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—[illegible]24,[illegible]00 ([illegible]th in U. S.)
Buying Income—$[illegible],000 (90th)
Retail Sales—$[illegible]94,[illegible]38,000 ([illegible])
Food Sales—$46,[illegible] ([illegible])
Drug Sales—$[illegible],048,000 (6[illegible]th)
Automotive—$[illegible],94[illegible],000 ([illegible]th)
Above figures include following counties: Mecklenburg

TOP NETWORK SHOWS

1. Gunsmoke, WBTV, S. 43.5
2. Richard Diamond, WBTV, M. 41.3
3. Studio One Summer Theater, WBTV, M. 40.8
4. Climax! WBTV, Th. 37.8
5. $64,000 Challenge, WBTV, Su. 36.0
6. What's My Line? WBTV, Su. 35.8
7. I've Got a Secret, WBTV, W. 33.5
8. Whiting Girls, WBTV, M. 33.3
9. Jimmy Dean, WBTV, S. 33.0
10. Millionaire, WBTV, W. 32.8

TOP MULTI-WEEKLY SHOWS

1. Arthur Smith, WBTV, T., Th. 22.4
1. Popeye, WSOC, M.-F. 18.0
3. News, Weather (10 p.m.), WSOC, M.-F. 17.6
4. Esso Reporter (6:30 p.m.), WBTV, M.-F. 16.9
5. Weather, Sportsorama (6:45 p.m.), WBTV, M.-F. 16.3
6. Little Rascals, WBTV, M.-F. 15.0
6. Search for Tomorrow, WBTV, M.-F. 15.0
8. Guiding Light, WBTV, M.-F. 14.9
9. Love of Life, WBTV, M.-F. 14.5
9. Theater Tonight, WSOC, M., W., F. 14.5

TOP FEATURE FILMS

Once-Weekly

1. Playhouse 9, WSOC, S.-10:00-12:00 23.1
2. Film, WSOC, S.-4:15-5:00 9.5

Multi-Weekly

1. Movie, WSOC, F., Su.-10:00-12:00 17.0
2. Late Show, WBTV, M.-Th., Su.-11:30-12:00 11.7
3. Million $ Movie, WBTV, F.-S.-11:30-12:00 11.3
4. Movie Matinee, WBTV, M.-F.-4:00-5:00 8.0
5. Curtain at 11, WSOC, W.-Th.-11:00-12:00 7.0

TOP SYNDICATED FILMS

1. Waterfront (MCA), WBTV, M.-10:00 34.9
2. Highway Patrol (Ziv), WSOC, T.-9:30 27.8
3. I Search for Adventure (Bagnall), WBTV, F.-10:00 26.0
4. Dr. Hudson's Secret Journal (MCA), WBTV, Th.-7:00 25.0
5. Man Behind the Badge (MCA), WBTV, Th. 9:00 24.3
6. Dr. [illegible] (Ziv), WSOC, W. 9:30 [illegible]4.0
6. Sheriff of Cochise (NTA), WBTV, F. [illegible] 24.0
8. Men of Annapolis (Ziv), WBTV, W. [illegible]:00 22.8
8. O'Henry Playhouse (Gross Krasne), WBTV, Th. 9:30 22.8
10. Doug Fairbanks (ABC), WBTV, T. 8:00 2[illegible].5
11. Martin Kane (Ziv), WSOC, W. [illegible]:30 [illegible]0
11. Patti Page (Screen Gems), WBTV, F. [illegible]:45 22.0
13. Popeye (Assoc. Artists), WSOC, M.-F. [illegible]:00 18.0
14. Byline (M&A Alexander), WBTV, T. 10:00 17.5
15. Esso Golden Playhouse (Official), WSOC, M. 9:30 16.8
15. Federal Men (MCA), WBTV, W.-10:30 16.8
15. Popeye (Assoc. Artists), WSOC, Su.-5:30 16.8
18. †Wild Bill Hickok (Kellogg), WBTV, W. 5:30 [illegible]5.5
18. Frankie Laine (Guild), WBTV, Th. 10:00 15.5
20. Little Rascals (Interstate), WBTV, M.-F. 5:30 15.0
21. Hopalong Cassidy (NBC), WBTV, S. 5:00 14.9
22. Death Valley Days (U. S. Borax), WBTV, T. 10:30 14.5
23. Mayor of the Town (MCA), WSOC, Su.-6:30 13.8

SHORT SCANNINGS

Helen Deutsch, motion picture writer, has been inked by the NBC net to write three annual NBC-TV special projects as well as create a weekly TV series and supervise its development. Miss Deutsch's first project will be General Motors' 50th anniversary program. . . . **Tooti Camarata**, composer-conductor, has been signed as musical director for CBS-TV's "The Edsel Show." . . . NBC newsman **Elmer Peterson**, is on a two-week assignment in Mexico and Guatemala to report on political and economic trends of these two countries for NBC-TV's "Today" show.

Sam Levenson, TV personality, leads off the course "Show Business—the Entertainment World" at the New School for Social Research today (30). The course is directed by Sidney Kaufman, producer-writer. . . . **Ted Sack**, formerly CBS Public Affairs' producer and creator of "Let's Take a Trip," has been appointed operations co-ordinator of WTVJ, Miami, to assist **Jack Shay**, vice-president in charge of operations for the CBS-TV affiliate.

A new production company, Jerry Lynn Productions, Inc., has been formed to produce features, TV and radio packages. Headed by actor **Jerry Lynn** and industrialist **Walter Schaffner**, the company will start rolling in November. . . . **Glen Joseph Porter** and **John Ettelson** have been appointed sales representatives for NBC Television Films. . . . The Committee for Competitive Television, composed of operators of Ultra High Frequency stations throughout the country, denies the recent rumor by a pay TV group that UHF operators are in support of the pay-as-you-see plan.

Philip C. Kenney, associate media director of Kenyon & Eckhardt in New York, and **Robert R. Burton**, manager of the agency's office in Chicago, have been elected vice-presidents. . . . In line with its recent expansion, the American Research Bureau moves its New York office to 400 Park Avenue on October 1. . . . Andrew K. Leach, formerly with NBC TV, has joined the Katz Agency as a TV salesman.

Pattern 'Burnett' Push Like 'Davy'

NEW YORK — Repeating the successful departure of the Davy Crockett promotion, ABC-TV and Walt Disney are launching a high-powered campaign for one segment of the "Disneyland" series, the six-part "Saga of Andy Burnett."

In addition to its piece of the big "Disneyland" consumer-trade promotion schedule, Burnett is being allotted giveaways, recordings, premiums, ads and on-the-air spots. The title song by the authors of "Crockett" is aimed for hit song class, record dealer tie-ins and deejay plugs.

This weekly chart covers the latest Pulse ratings in key local markets. It includes network, local live and locally originated film shows. By pointing out leading programs, the chart provides a ready guide to outstanding spot adjacencies in each market.

Market statistics shown are derived from Sales Management's current "Survey of Buying Power," and cover only each market's metropolitan areas, as defined by government specifications. Altho they thus cannot include complete TV coverage or trading areas, they do provide comparative statistics for the chief population centers of TV stations.

The symbol † is for film series booked on a national spot basis. The symbol "u" indicates a UHF outlet. The symbol "&" points out programs originating in an overlap market, yet securing ratings of 5.0 or better in the market under study. For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York

CHICAGO

4 TV STATIONS—1,791,700 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—6,150,900 (2d in U. S.)
Buying Income—$13,380,431,000
Retail Sales—$8,161,[illegible]23,000 (2d)
Food Sales—$1,[illegible]20,97[illegible]
Drug Sales—$[illegible]5[illegible]4,000 (2[illegible])
Automotive—$344,473,000 (3d)
Above figures include following counties: Cook, Du Page, Kane, Lake, Will, Ill.; Lake, Ind.

TOP NETWORK SHOWS
1. $64,000 Question, WBBM, T. . . . 28.5
2. What's My Line? WBBM, Su. . . 25.2
3. Gunsmoke, WBBM, S. . . . 24.5
4. Twenty One, WNBQ, M. . . 23.5
5. $64,000 Challenge, WBBM, Su. . 13.2
6. Best of MGM, WBBM, S. . . 23.1
7. Lawrence Welk, WBKB, S. . 22.7
8. I've Got a Secret, WBBM, W. . 22.5
8. Phil Silvers, WBBM, T. . . 22.5
10. Undercurrent, WBBM, F. . . 22.0

TOP MULTI-WEEKLY SHOWS
1. News Roundup (10:00 p.m.), WBBM, M.-F. . . . 15.3
2. Mickey Mouse Club, WBKB, M.-F. . . . 15.9
3. In Town Tonight, WBBM, M.-F. . 12.2
4. Susan's Show, WBBM, M.-F. . . 12.1
5. Arthur Godfrey, WBBM, M.-Th. . . . 19.3
6. News, Bentley (6 p.m.) WBBM, M.-F. . . . 9.7
6. Weather, News, Beatty (10.00 p.m.) WNBQ, M.-F. . . . 9.7
8. Art Linkletter, WBBM, M.-F. . . 0.5
8. Captain Kangaroo, WBBM, M.-F. . . . 0.5
8. Comedy Time, WNBQ, M.-F. . . 9.5

TOP FEATURE FILMS
Once-Weekly
1. Best of MGM, S.-10:00-15:00 . . 23.1
2. Movie 5, Su.-9:30-11:00. . . . 15.3
3. Courtesy Theater, Su.-10:00-12:00 . . . . 12.5
4. Thursday Premiere Theater, Th.-10:00-11:15 . . . . 12.1
5. Community Playhouse, F.-10:00-12:00 . . . . 11.3

Multi-Weekly
1. Feature Film, T.-W.-10:00-11:30 0.2
2. Movie 5, M.-S.-4:30-6:00 . . 0.0
3. Early Show, M.-S.-4:00-5:30 . . 0.4
3. Movietime U.S.A., M.-F., Su.-10:00-11:30 . . 0.4
5. Late Show, M.-Th.-11:00-12:00 6.1
5. 8 o'Clock Theater, S.-Su.-8:00-9:30 . . 6.1

TOP SYNDICATED FILMS
1. Sheriff of Cochise (NTA), WBBM, S.-7:30 . . 10.2
2. Star Performance (Official), WBBM, S.-6:00 . . 14.2
2. Cowboy G Men (Flamingo), WNBQ, S.-6:00 . . 14.5
4. San Francisco Beat (CBS), WGN, T.-9:00 . . 13.0
4. Life of Riley (NBC), WNBQ, F.-7:30 . . . . 13.0
6. State Trooper (MCA), WNBQ, W.-9:30 . . . . 12.5
6. Highway Patrol (Ziv), WGN, F.-8:00 . . . . 12.5
6. Annie Oakley (CBS), WBBM, S.-5:30 . . . . 12.5
9. Silent Service (NBC), WNBQ, T.-9:30 . . . . 12.2
10. Death Valley Days (U. S. Borax), WNBQ, M.-9:30 . . . 11.0
[illegible] Don Ameche (TPA), WGN, [illegible]-9:30 . . . . 11.5
[illegible] Men of Annapolis (Ziv), WGN, M.-9:30 . . . . 11.2
[illegible] Whirlybirds (CBS), WGN, Th.-9[illegible] 9.7
14. Man Called X (Ziv), WGN, M.-9:00 . . . . 9.5
[illegible] I Led Three Lives (Ziv), WGN, W.-9:30 . . . . 9.5
[illegible] Superman (Flamingo), WGN, [illegible]-6:00 . . . . 9.2
[illegible] Kit Carson (MCA), WBBM, Su.-11:30 a.m. 8.9
1[illegible] [illegible] (MCA), WBKB, M.-9:30 . . . . 8.5
1[illegible] Racket Squad (ABC), W[illegible], T.-[illegible]30 . . . . 8.5
[illegible] [illegible] (Guild & Assoc. Artists), WGN, M.-S.-12:00 . . 8.4
2[illegible] [illegible] Detective (MCA), WG[illegible], F.-[illegible]30 . . 0.5
[illegible] Dr. Hudson's Secret Journal (MCA), WNBQ, S.-1[illegible]:00 . . 8.2
[illegible] [illegible] (TPA), WBKB, S.-9:30 . . 8.2

CINCINNATI

3 TV STATIONS—309,800 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—99[illegible] (16th in U. S.)
Buying Income—$[illegible]846[illegible]000 ([illegible]th)
Retail Sales—$1,23[illegible]08[illegible]000 (18th)
Food Sales—$[illegible] ([illegible]th)
Drug Sales—$[illegible] (2[illegible]th)
Automotive—$2[illegible]4[illegible]000 (18th)
Above figures include following counties: Campbell and Kenton, Ky.; Hamilton, Ohio

TOP NETWORK SHOWS
1. Twenty-One, WLW-T, M. . . 22.8
2. Studio One Summer Theater, WKRC, M. . . . 10.0
3. Richard Diamond, WKRC, M. . 18.9
4. 20th Century-Fox, WKRC, W. . 17.9
5. Dragnet, WLW-T, Th. . . 17.7
6. This Is Your Life, WLW-T, W. . 17.5
6. What's My Line? WKRC, Su. . 17.5
8. Ed Sullivan, WKRC, Su. . . 17.5
8. Lawrence Welk, WCPO, S. . 17.5
10. Alfred Hitchcock, WKRC, Su. . 17.5
10. $64,000 Challenge, WKRC, Su. . 17.5

TOP MULTI-WEEKLY SHOWS
1. 50-50 Club, WLW-T, M.-F. . . 15.5
2. Herald Playhouse, WLW-T, M., F. . . . 12.6
2. Mickey Mouse Club, WCPO, M.-F. . . . 12.6
4. News, Weather (11 p.m.), WKRC, M.-F. . . . 9.7
5. 3 City Final (11 p.m.), WLW-T, M.-F. . . . 0.5
6. Bride and Groom, WLW-T, M.-W., F. . . . 8.3
7. Ruby Wright Show, WLW-T, M., Th. . . . 8.2
8. Queen for a Day, WLW-T, M.-W., F. . . . 8.1
9. Pantomime-Parade, WCPO, M.-F. . . . 8.0
10. Marian Spelman, WLW-T, M., W., F. . . . 7.9

TOP FEATURE FILMS
Once-Weekly
1. Gold Cup Theater, WLW-T, Su.-9:30-11:00 . . . 15.7
2. Million $ Movie, WCPO, F.-10:00-11:30 . . . 11.5
3. Saturday Matinee, WLW-T, S.-4:30-6:00 . . . 7.8
4. Smokin' Guns, WKRC, S.-4:00-5:00 . . . 7.4
5. Telephilm, WCPO, S.-6:00-7:00 7.3

Multi-Weekly
1. Hollywood Mystery Theater, WCPO, M.-Th., S., Su.-10:30-12:00 . . . 8.5
2. Home Theater, WKRC, M.-S.-11:15-12:00 . . . 7.7
3. Headin' West, WLW-T, M.-F.-5:00-6:00 . . . 6.9
4. Ladies' Home Theater, WKRC, M.-F.-4:30-6:00 . . . 5.7
5. Movietime, U. S. A., WLW-T, M.-F., Su.-11:15-12:00 . . 5.6
5. Film, WCPO, S., Su.-11:30-12:00 5.6

TOP SYNDICATED FILMS
1. Studio 57 (MCA), WLW-T, W.-9:30 . . . 17.2
2. Frontier Doctor (Hollywood TV), WCPO, F.-9:30 . . . 16.0
3. Silent Service (NBC), WKRC, Su.-10:00 . . . 15.7
4. Science Fiction Theater (Ziv), WLW-T, Th.-10:00 . . . 15.5
5. Highway Patrol (Ziv), WCPO, Th.-10:00 . . . 15.0
6. Sheriff of Cochise (NTA), WKRC, S.-9:30 . . . 14.9
7. Dr. Christian (Ziv), WKRC, M.-10:00 . . . 14.7
8. Frontier (NBC), WKRC, M.-10:30 . . . 14.3
WLW-T, M.-10:00 . . . 14.0
9. Secret File, U. S. A. (Banyam), WLW-T, M.-10:00 . . . 14.0
10. I Led Three Lives (Ziv), WKRC, W.-10:00 . . . 13.5
10. Soldiers of Fortune (MCA), WLW-T, W.-10:00 . . . 13.5
12. Herald Playhouse (ABC), WLW-T, M.-9:30 . . . 13.2
13. Whirlybirds (CBS), WKRC, S.-10:00 . . . 12.3
14. Steve Donovan, Western Marshal (NBC), WKRC, T.-10:30 . . . 1[illegible].2
15. Martin Kane (Ziv), WKRC, F.-10:00 . . . 15.0
15. Herald Playhouse (ABC), WLW-T, F.-10:00 . . . 12.0
17. Stories of the Century (Hollywood), WKRC, S.-1[illegible] . . . 11.0
17. Soldiers of Fortune (MCA), WLW-T, S.-8:30 . . . 11.9
19. Dr. Hudson's Secret Journal (MCA), WKRC, T.-[illegible] . . . 11.5

DETROIT

4 TV STATIONS—986,700 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—3,518,[illegible]00 ([illegible]th in U. S.)
Buying Income—$7,386,946,000 ([illegible]th)
Retail Sales—$4,841,614,000 (4th)
Food Sales—$1,[illegible]86,[illegible] (4th)
Drug Sales—$193,7[illegible]000 (4th)
Automotive—$1,[illegible]4[illegible]000 (4th)
Above figures include following counties: Macomb, Oakland, Wayne

TOP NETWORK SHOWS
1. Alfred Hitchcock, WJBK, Su. . 24.5
2. Studio One Theater, WJBK, M. . 25.3
3. G.E. Theater, WJBK, Su. . . 24.5
4. Playhouse 90, WJBK, Th. . . 24.3
5. Gunsmoke, WJBK, S. . . . 23.9
6. Lawrence Welk, WXYZ, S. . . 23.3
6. $64,000 Challenge, WJBK, Su. . 23.3
8. Twenty-One, WWJ, M. . . 23.0
9. Wyatt Earp, WXYZ, T. . . 22.5
10. Ed Sullivan, WJBK, Su. . . 21.6

TOP MULTI-WEEKLY SHOWS
1. Popeye, CKLW, M.-F. . . 17.5
2. Mickey Mouse Club, WXYZ, M.-F. . . . 14.0
3. News-Jac Legoff (11 p.m.), WJBK, M.-F. . . . 11.1
4. Guiding Lite, WJBK, M.-F. . 10.8
5. Search for Tomorrow, WJBK, M.-F. . . . 10.4
6. Love of Life, WJBK, M.-F. . 9.7
6. 12 o'Clock Comics, WXYZ, M.-F. . . . 9.7
8. Valiant Lady, WJBK, M.-F. . . 9.4
9. Soupy's On, WXYZ, M.-F. . . 8.7
10. Weather, Sports, Final (11:15), WJBK, M.-F. . . . 8.3

TOP FEATURE FILMS
Once-Weekly
1. Hollywood Showcase, WJBK, S.-9:30-11:00 . . . 17.0
2. Premiere Film Parade, WWJ, Su.-9:30-11:00 . . . 15.5
3. Million $ Movie, CKLW, Su.-4:00-5:30 . . . 0.2
4. Hollywood Screening, WXYZ, S.-11:30-12:00 . . . 7.9
5. Premiere Performance, CKLW, 0.-8:30-10:00 . . . 6.9

Multi-Weekly
1. Million $ Movie, CKLW, M.-F.-7:00-8:30 . . . 7.7
2. Big Show, WXYZ, M.-F.-0:30-9:30 a.m. . . . 7.2
3. Nightwatch Theatre, WJBK, M.-Su.-11:30-12:00 . . . 6.9
4. Feature Theater, CKLW, Th., Su.-8:00-10:00 . . . 6.0
5. Early Show, WJBK, M.-F.-5:00-6:00 . . . 5.5

TOP SYNDICATED FILMS
1. Highway Patrol (Ziv), WJBK, T.-9:30 . . . 26.0
2. Amos and Andy (CBS), WWJ, W.-10:00 . . . 20.8
3. Popeye (Assoc. Artists), CKLW, M.-S.-6:00 . . . 17.4
4. Men of Annapolis (Ziv), WJBK, T.-10:00 . . . 17.2
5. Studio 57 (MCA), WWJ, W.-0:30 . . . 16.7
5. Badge 714 (NBC), WJBK, Su.-10:00 . . . 16.7
7. Celebrity Playhouse (Screen Gems), WJBK, F.-0.30 . . . 15.5
8. Dr. Christian (Ziv), WJBK, Th.-10:00 . . . 15.2
9. Soldiers of Fortune (MCA), WXYZ, F.-9:30 . . . 15.0
10. Don Ameche (TPA), WJBK, M.-10:00 . . . 14.9
10. Whirlybirds (CBS), WWJ, W.-10:30 . . . 14.9
12. Sheriff of Cochise (NTA), S.-10:00 . . . 14.4
13. Your All Star Theater (Screen Gems), WXYZ, T.-10:00 . . . 13.4
14. Ellery Queen (TPA), WJBK, W.-10.00 . . . 13.3
15. Racket Squad (ABC), WJBK, F.-10.00 . . . 13.0
16. Steve Donovan, Western Marshal, (NBC), WWJ, S.-10.30 . . . 12.4
17. Kingdom of the Sea (Guild), WJBK, Su.-10:30 . . . 12.5
18. Goldbergs (Guild), WXYZ, T.-10:30 . . . 11.9
18. Star Performance (Official), WXYZ, T.-10.30 . . . 11.0
18. San Francisco Beat (CBS), WBJK, W.-10:30 . . . 1[illegible].0

NEW ORLEANS

2 TV STATIONS—212,000 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—797,100 (20th in U. S.)
Buying Income—$1,211,480,000 (20th)
Retail Sales—[illegible]2[illegible]3,000 (28th)
Food Sales—[illegible],000 (36th)
Drug Sales—$3[illegible]0,000 ([illegible]th)
Automotive—[illegible]29,261,000 (40th)
Above figures include following counties: Jefferson, Orleans, St. Bernard

TOP NETWORK SHOWS
1. Summer Playhouse, WDSU, T. 46.8
2. The Web, WDSU, Su. . . 44.8
3. High-Law, WDSU, Th. . . 43.8
3. TV Playhouse, WDSU, Sa. . . 43.0
5. Around the Town, WDSU, M. 43.3
6. Boxing, WDSU, F. . . 43.2
7. Steve Allen, WDSU, Su. . . 42.9
8. Championship Fight, WDSU, M. . . . 42.8
9. On Trial, WDSU, F. . . 42.3
10. Father Knows Best, WDSU, W. . 42.0
10. Panic, WDSU, T. . . 42.0

TOP MULTI-WEEKLY SHOWS
1. NBC NEWS, WDSU, M.-F. . 52.2
2. Helen O'Connell, WDSU, W., F. . . . 51.8
3. Esso Reporter (6 p.m.), WDSU, M.-F. . . . 30.1
4. Sports, Weather (6:15 p.m.), WDSU, M.-F. . . . 29.2
5. A. Williams-Vaill, WDSU, T., Th. . . . 20.0
6. Little Rascals, WDSU, T., F. . . 26.6
7. Queen for a Day, WDSU, M.-F. . 17.9
8. My Little Margie, WDSU, M.-F. . . . 17.7
9. World Tonight (11 p.m.), WDSU, M.-F. . . . 17.5
10. Stu Erwin, WDSU, M.-F. . . . 17.0

TOP FEATURE FILMS
Once-Weekly
2. Sunday Matinee, WDSU, Su.-1:00-3:30 . . . 19.8
2. Western Roundup, WDSU, S.-7:30-8:30 a.m. . . . 19.8
3. Afternoon Preview, WJMR, S.-12:00-4:00 . . . 5.2
4. Johnny Mack Brown, WJMR, S.-4:00-5:00 . . . 5.9

Multi-Weekly
1. Late Show, WDSU, M.-Su.-11:15-12:00 . . . 13.8
2. Million $ Movie, WJMR, M.-Su.-11:00-12:00 . . . 5.4
3. Morning Preview, WJMR, T.-Th.-8:30-9:30 a.m. . . . 1.8

TOP SYNDICATED FILMS
1. Whistler (CBS), WDSU, T.-8:00 45.9
2. Crusader (MCA), WDSU, T.-8:30 . . . 43.8
3. Dr. Christian (Ziv), WDSU, W.-0:00 . . . 41.8
4. Soldiers of Fortune (MCA), WDSU, Su.-9:00 . . . 40.3
5. San Francisco Beat (CBS), WDSU, W.-0:30 . . . 39.8
6. Highway Patrol (Ziv), WDSU, F.-10:00 . . . 39.3
7. O Henry Playhouse (Gross-Krasne), WDSU, Su.-8:30 . . . 36.0
8. Frontier (NBC), WOSU, S.-7.30 . 34.8
9. Whirlybirds (CBS), WDSU, M.-10.00 . . . 30.0
9. Esso Golden Playhouse (Official), S.-9:00 . . . 30.0
11. State Trooper (MCA), WOSU, T.-10:00 . . . 29.0
12. I Search for Adventure (Bagnall), WOSU, S.-9:30 . . . 28.1
13. Range Rider (CBS), WDSU, F.-5:30 . . . 57.0
14. Studio 57 (MCA), WDSU, T.-10:30 . . . 57.5
15. If You Had a Million (MCA), WDSU, Th.-10:00 . . . 27.3
16. Sheriff of Cochise (NTA), WDSU, W.-10:30 . . . 27.0
17. Little Rascals (Interstate), WDSU, T., F.-5:00 . . . 26.6
18. Damon Runyon (Screen Gems), WDSU, Su.-4:30 . . . 26.5
19. Gene Autry (CBS), WOSU, S.-10:00 a.m. . . . 25.0
20. Martin Kane (Ziv), WDSU, S.-10:00 . . . 25.8
21. Superman (Flamingo), WDSU, W.-5:00 . . . 53.8
22. Silent Service (NBC), WDSU, Th.-10:30 . . . 53.5
23. †Death Valley Days (U. S. Borax), WDSU, S.-10:[illegible] . . . 21.0

SAN FRANCISCO-OAKLAND

5 TV STATIONS—806,800 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—2,6[illegible]3,100 (1[illegible]th in U. S.)
Buying Income—$5,696,328,000
Retail Sales—$3,534,2[illegible]2,000 (7th)
Food Sales—$[illegible]868,[illegible] ([illegible]th)
Drug Sales—$[illegible],169[illegible] ([illegible]th)
Automotive—$5[illegible]0,36[illegible] ([illegible]th)
Above figures include following counties: Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano

TOP NETWORK SHOWS
1. Boxing, KGO, 25.2; KOVR, 8, W. . . . 16.9
1. Boxing, KRON, F. . . . 24.9
3. Best of Groucho, KRON, Th. . 24.4
4. Disneyland, KGO, 22.9; KOVR, 1.8, W. . . . 23.9
5. Weavers Corner, Misc., KGO, W. . . . 23.7
6. Dragnet, KRON, Th. . . 22.5
7. Ed. Sullivan, KPIX, Su. . . 22.1
8. Climax! KPIX, Th. . . 21.0
9. G. E. Theater, KPIX, Su. . . 21.5
10. Alfred Hitchcock, KPIX, Su. . 21.2

TOP MULTI-WEEKLY SHOWS
1. Queen for a Day, KRON, M.-F. . 14.3
2. NBC News, KRON, M.-F. . . 13.3
3. Big Movie, KPIX, M.-F. . . 11.0
4. TV Fights, KRON, M.-W. . . 11.5
5. Mickey Mouse Club, KGO, 10.0; KOVR .9, M.-F. . . . 10.9
6. Popeye, KRON, M.-F. . . . 10.9
7. Golden Gate Playhouse, KRON, M.-F. . . . 10.8
8. Modern Romances, KRON, M.-F. . . . 10.7
9. CBS News, KPIX, M.-F. . . 10.5
10. Shell News (6 p.m.), KPIX, M.-F. . . . 10.3

TOP FEATURE FILMS
Once-Weekly
1. Major Movie, KRON, F.-10:00-11:30 . . . 16.0
2. Movietime, KRON, Su.-6:00-7:30 . . . 13.7
3. Fabulous Feature, KPIX, Su.-5:30-7:00 . . . 8.8
4. Premiere Performance, KPIX, S.-11:00-12:00 . . . 8.3
4. Movie Hits, KRON, S.-11:00-12:00 . . . 8.3

Multi-Weekly
1. Big Movie, KPIX, M.-F., Su.-10:00-12:00 . . . 11.5
2. Golden Gate Playhouse, KRON, M.-F.-2:30-5:00 . . . 10.8
3. Nite Owl Theater, KRON, M., W.-Th., Su.-10:30-11:30 . . . 7.9
4. Jubilee Movie, KPIX, T.-W.-11:45-15:00 . . . 7.7
5. Big Movie, KPIX, M.-F.-4:30-6:00 . . . 5.0

TOP SYNDICATED FILMS
1. Captain David Grief (Guild), KRON, F.-8:30 . . . 17.9
2. Badge 714 (NBC), KPIX, W.-9:00 . . . 16.3
3. Men of Annapolis (Ziv), KPIX, S.-9:30 . . . 14.9
4. Silent Service (NBC), KRON, S.-7:00 . . . 14.2
5. I Search for Adventure (Bagnall), KPIX, Th.-7:30 . . . 14.9
6. Crunch and Des (NBC), KRON, Th.-7:00 . . . 1[illegible].3
7. Mr. District Attorney (Ziv), KRON, M.-6:30 . . . 1[illegible].5
8. Dr. Hudson's Secret Journal (MCA), KPIX, S.-10:00 . . . 12.0
9. O. Henry Playhouse (Gross-Krasne), KPIX, Th.-7:00 . . . 11.9
9. Sheriff of Cochise (NTA), KRON, S.-6:30 . . . 11.9
9. Highway Patrol (Ziv), KRON, T.-6:30 . . . 11.9
12. Your All-Star Theater (Screen Gems), KGO, M.-9:30 . . . 11.8
13. San Francisco Beat (CBS), KPIX, S.-10:30 . . . 11.7
14. Life of Riley (NBC), KRON, T.-7:00 . . . 11.[illegible]
15. Kingdom of the Sea (Guild), KRON, M.-7:00 . . . 11.4
16. Soldiers of Fortune (MCA), KRON, Th.-6:30 . . . 11.3
17. Whirlybirds (CBS), KRON, F.-6:30 . . . 11.5
18. Popeye (Assoc. Artists), KRON, M.-F.-6:[illegible] . . . 1[illegible].9
18. Dr. Christian (Ziv), KGO, M.-7:00 . . . 1[illegible].9
20. The Falcon (NBC), KRON, [illegible] . . . [illegible]

STATION SIGNALS

KDKA-TV, Pittsburgh, is being [illegible] with requests for prints of W[illegible] Broadcasting Company [illegible] available to TV stations [illegible] the country. More than 50 [illegible] to date, besides the Sur[geon] General's office in Washington, have written in requesting a total of 60 kines for use by the head of each State medical society. The first program, "The Silent Invader," was presented on August 26, as a 30-minute public service offering.

Frank Racel, formerly film lab manager of KOB-TV, Albuquerque, N. M., has joined WFBM-TV, Indianapolis, as a film news staffer. . . . Del Greenwood, KOA-TV, Denver, promotion manager, has been promoted to sales executive. . . . Erwin B. Needles, director of TV sales, WNBC, West Hartford, Conn., has resigned to join Julian Gross Advertising Agency as a partner.

Jim Neuhart has left WHKK, Akron, to join KYW, Cleveland, as a sales staffer. . . . Arthur F. Wenige Jr. has moved from WTOP-TV, Washington, to WTTG, Washington, as account executive. . . . Julius M. Gordon, president of Texas Goldcoast TV, advises that KPAC-TV, San Antonio, went on the air September 28. Douglas Thompson has been appointed program director and John Stegall, production manager. The new station will be affiliated with the NBC-TV net.

The Billboard . . . television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

Col. Distrib Pattern Now Factory Branch Operation

Areas Include 60% Industry's $ Vol.; Modern Showrooms Feature

NEW YORK — Conversion of Columbia Records' distribution pattern to a factory branch operation in areas representing 60 per cent of the industry's total dollar volume, has been completed, Goddard Lieberson, Columbia president stated last week. By January 1, 1958, Columbia-owned distribution centers will open in New York, Chicago and Los Angeles. This will bring to 12 the number of branches thruout the country.

Gradual changeover to factory branch distribution started about two years ago under the direction of Hal Cook, diskery's vice-president in charge of sales.

Lieberson pointed out that the company's decision to initiate company-owned distribution is in no sense a criticism of the label's former indie distributors, who did an outstanding sales job. "The program was undertaken with reluctance in order to maintain the company's competitive position. We believe that factory branches in major market areas have become necessary for more concentrated effort and greater sales."

Cook pointed out that the factory branch distrib system makes possible more direct control in regard to sales programs, and facilitates better artist relations and greater promotional effort at the deejay and other levels. Each branch will be devoted 100 per cent to Columbia products, including not only disks but also phonos, accessories, and Columbia's transistor radio. The branches will have personnel knowledgeable in the various Columbia lines.

In some key areas, Cook added, Columbia will maintain indie distribution. The two systems can help each other, he feels.

New Branches

The new branches, to be opened January 1, will be headed by Paul Southard (New York and Newark); Fred Cassman (in Chicago) and Norman Goodwin (Los Angeles). Factory branches which were established in 1955 include Kansas City, managed by Don Englund; St. Louis, Bob Earl; Philadelphia, Joe Lyons, and Detroit, Al Fischman. In 1956 Columbia set up the following factory branches: Baltimore, managed by Bob Beasley; Boston, Ed Masterson; Cincinnati, Maurie Rose; Seattle, Jimmy Fuscaldo; Indianapolis, Miss Mary Lou Antibus.

Bill Gallagher, diskery's field sales chief, is in charge of over-all direction of sales and promotion activities, with administrative matters supervised by Jack Loetz manager of sales administration for Columbia Records. The entire operation is under the aegis of Hal Cook.

In switching to the factory branch system, Columbia has

(Continued on page 62)

Camden Fall Album Issue Accents Pop

NEW YORK—RCA Camden's October album release indicates a new emphasis on pop material for the $1.98 label. Of six new LP issues, only two are classical. Three of the others are dance band sets, composed of re-issues from old Victor disks.

There are six 79¢ EP's in the release, four of which are excerpted from the month's LP's

The classical sets are "Music of France," played by the San Francisco Symphony (Monteux), and Highlights from Rossini's "Barber of Seville" The Monteux LP has short works by Debussey, Milhaud, Berlioz and D'Indy. The "Barber" has the voices of Bruno Landi, Lorenzo Alvary, Hilde Reggiani, John Gurney and Carlos Ramirez. Latter artist's long-noted version of "Largo Al Factotum" is included.

In th pop list, there are collections by the Ralph Flanagan, Shep Fields and Charlie Barnet bands. Latter includes some of the big Swing Age hit sides, with three vocals by Lena Horne, and one each by Mary Ann McCall and Bob Carroll. New entry is a set of standards by Johnny Guarnieri and group.

The EP's are by Barnet, Guarnieri, Flanagan, and also by Earl Hines. There is a newly recorded "Fiesta in Naples" by David Whitehall's ork, featuring light concert music by Domenico Savino.

Miller to Head All Col. Pop A&R Product'n

NEW YORK — Mitch Miller last week was appointed director of all Columbia Records' pop artist and repertoire. In his new post, Miller — heretofore mainly concerned with singles—will co-ordinate and supervise pop albums, singles and country and western material.

Reporting to Miller will be George Avakian, who will continue as director of pop albums; Percy Faith, East Coast musical director; Paul Weston, West Coast musical director, and Don Law, a.&r. director for c.&w. Altho Miller will continue to be active in the pop singles production field, he will delegate phases of this operation to a larger extent to Faith, Weston, Law and Al Ham.

In making the appointment, Columbia prexy Goddard Lieberson said: "With the enormous growth of pop albums as well as singles, it has become increasingly apparent that there can be no separation of direction in these two phases of popular music. I feel that Mitch Miller, with his broad musical background spanning the concert, radio, TV and recording field, has the unique creative genius to fuse the two branches of popular music production."

East-West In Singles Bow

NEW YORK—East-West Records, fourth label in the stable of the Atlantic Records interests, made its bow this week with an initial release of three singles, featuring three new acts.

The label will have entirely separate distribution from its sister lines, Atlantic, Atco and KRC, and more than 30 distribs have been set up. East-West will be an "across the board" label, featuring pop, rock and roll, rhythm and blues and rockabilly artists and material. A spokesman explained that for some time the firm has been acquiring masters and signing talent represented. Much of this backlog has been assigned to the new label. It was emphasized that altho no album product will be released now, there are definite plans in the works for album releases in the future.

Initial release includes "Wang Dang Doo," and "Tell Me Why," by Jay Holliday, a Texas rockabilly; "Hula Hands," and "But It's Too Late," by Johnny Houston and the Capitals, which the label describes as a "Rockahula" group; and "Ping Pong," and "The Girl I Love," by the Glowtones, a group of Air Force vets.

Lee Heads Up Atlantic Sales

NEW YORK — Lester Lees, formerly branch manager with Seaboard Distributing in Albany, has been named national sales manager for the entire Atlantic Records axis of labels, including Atlantic, Atco, East-West and KRC.

Lees has also served as a field man for the various Norman Granz labels. He was a songplugger for Witmark Music and for a time managed the bands of Jerry Wald and Louis Prima.

Cap Unveils Multiple October Sales Program

Broad Scope In Label's Fall Agenda

By JOEL FRIEDMAN

HOLLYWOOD—Capitol Records unveiled its sales and merchandising plans for October last week, with the program encompassing the debut of the firm's new stereo tape machine, an ambitious "Christmas in Hi-Fi" promotion and a unique inter-company sales contest. (See separate stories.)

The label's new album product for October release is attuned to the theme, "Capitol's All-Star Line-Up," with a total of 20 new 12-inch LP's included in the release. New promotion at the dealer and disk jockey level, new merchandising aids and special deferred billing terms are included in the program.

A minimum dealer order of $250 will allow deferred billing on all new October merchandise, all catalog packages and on all new and

(Continued on page 28)

SALES CONTEST FOR PERSONNEL

HOLLYWOOD — Capitol Records personnel will participate in a company-wide sales contest for the next two months in conjunction with the label's "All-Star Line-Up" and "Christmas in Hi-Fi" programs.

Contest will apply to all Capitol products; single records albums, tapes and phonographs and will run from October 1 thru November 30. Prizes will be awarded on the basis of sales against quota, with 15 first prizes, 13 second prizes and third place prizes to all who make quota. First-prize winners and their wives will earn an all-expense-paid seven-day vacation in Hawaii. Second-place winners will have their choice of an automatic washer or dryer, golf clubs, television set or cameras, while third-place winners will have a choice of any two Sunbeam household appliances or a choice of a camera, golf clubs or portable radio.

Branch and distributor salesmen, sales managers, district sales managers, operations managers and branch and regional promotion men will participate in the contest.

Big Push for 'Christmas in Hi-Fi' Theme

HOLLYWOOD — Dealers will be on the receiving end of Capitol Records' most ambitious Christmas merchandising program to date next week, when the firm takes the wraps off its "Christmas in Hi-Fi" campaign.

In addition to the 11 new albums to be released, the plan includes extensive point of sales material, a special disk jockey Christmas program, a heavy schedule of trade and consumer promotion and advertising, and special terms for dealers on new and catalog Christmas packages.

Dealers will be allowed deferred billing terms, payable in equal parts on December 10 and January 10 on all purchases of Christmas wax, whether they be new or catalog albums. The firm's 100 per cent exchange policy on all new

(Continued on page 28)

Vik Fall Disk Sales Off to Flying Start

NEW YORK—Vik Records' fall "Sound Buy" group of 22 package releases has done as much business in two and a half weeks as was budgeted for the first two months of the program, according to Ben Rosner, manager of the label.

Rosner also indicated that the average of orders from all distributors is up approximately 120 per cent over budget figures for the period. In addition, the label's four current jazz LP releases are moving at a 25 per cent better clip than any previous jazz group, while initial orders on EP's are running 50 per cent higher than any time in the past.

On another front, it was announced that beginning October 1, 17 former "Label X" packages will be converted in new covers in full color. At the time of their original release, these packages could not carry the phrase "hi fidelity" on the packages. Now, the copy will read the same as on all packages of the parent Victor label, namely, "Orthophonic high fidelity." In those cases where the converted material is too old to actually qualify as high fidelity, the slogan, "re-processed with hi fi equipment" will be used.

TELLS IT TO IKE

Dealer Lauds Aid of Trade Paper Info

By RALPH FREAS

NEW YORK — Liberty Music Shops, classy metropolitan disk outlets, spoke for record retailers everywhere in a special statement to President Eisenhower's "Conference on Technical and Distribution Research for the Benefit of Small Business." The statement signed by the chain's topper, Ben Kaye, detailed the ways in which business paper market research info helps the small businessman.

Citing the special problems of the disk dealer in the overall retailing picture, Kaye underscored the fact that records are a "perishable commodity."

"Selling music on records is like

(Continued on page 28)

Epic Sets Up DJ Contest

NEW YORK — Operating on the theory that everyone thinks be'd make a great artist and reper-

(Continued on page 62)

'Audience Appeal' Cues C & W Air Activity

NEW YORK — The increased "general audience appeal" of country and western artists in radio and TV was pointed up last week, via a flurry of activity on the country front. Eddy Arnold signed to star in a local radio series over WCBS here, beginning September 30; Red Foley inked a pact with NBC for a network radio show, starting November 2, and it was announced that the "Philip Morris Country Music Show" would expand to a full CBS radio network October 6.

In line with this, the Radio and TV Executive Society has scheduled a special "Country Music" luncheon here October 10, at which time network, and agency execs will be briefed on the c.&w. field. Entertainment will be provided by Red Foley [illegible]

(Continued on page 62)

just arrived! our new 7" record plant in L.A.!

Now, with custom manufacturing facilities
in both Hollywood and Belleville, N. J., it's...

ALLIED RECORDS EVERYWHERE!

finest quality · speedy service · they're inexpensive

IN THE EAST **AMERICAN SOUND CORPORATION**
233 Main Street, Belleville, N.J.
PLymouth 9-0700

IN THE WEST **ALLIED RECORD MANUFACTURING COMPANY**
1041 N. Las Palmas Avenue, Hollywood 38, California
HOllywood 9-5811

ENTERPRISE TURNS TRICK

Swingin' Indies Still Tops On Billboard's Singles Charts

By JUNE BUNDY

NEW YORK — The swingin' indies continue to dominate the Honor Roll of Hits and best selling singles charts, with 23 indie disks currently appearing on the Honor Roll and a like number of indie platters on this week's top 30 best seller list.

The virtual dominance of indie (or indie-distributed) labels in the top record field is generally attributed in the trade to streamlined, hard-driving distribution methods and enterprising indie artist and repertoire men who operate on wave lengths uniquely attuned to current pop music tastes.

The ability to move with super-speed, distribution-wise, when a record first shows signs of breaking for a hit is still the key factor behind the indie success story and it's interesting to note that in numerous cases the best selling indie platters are handled by the same distributors in key areas, thus pointing up the value of concentrated promotion on the local distributor level.

Last week's Honor Roll spotlighted nine indie (or indie distributed) platters in the top 10 and 23 over-all, including waxings by Coral, Roulette, ABC-Paramount, Brunswick, Kapp, Sun, Atlantic, Jubilee, Dot, Cadence, Liberty, Verve, Atco, Checker, Specialty, and Gee. Coral, Dot Jubilee Cadence Kapp, ABC-Paramount and Roulette each made the chart with two disks. Coral actually had three since Brunswick is its subsidiary label, as did Roulette with Gee.

The best seller list included all of the above labels plus Epic. Three Cadence disks made the chart, two Dot, two Roulette, two ABC Paramount and two Kapp.

PHOTO PRIZER

U. S. Entrant Wins Cover Contest

NEW YORK — The album cover photo contest, sponsored jointly by RCA Victor and the Canon Camera Company has been won by A. M. Baunach of Bethlehem, Pa. The LP on which it will be used will be issued by Victor in November. Title will be "Hi-Fi in Focus," with guitarist Chet Atkins featured.

Baunach's photo was selected from 11,000 entries mostly from the U. S. A. and Japan. His prize will be $3,000 worth of RCA and Canon merchandise.

Second prize, a hi-fi combination, portable TV and Canon VT camera goes to Nobuo Tabata of Osaka, Japan. Third prize winner is Albert Vaughn, of Chicago and fourth is Mrs. Nancy Young, of New Rochelle, N. Y.

The contest was open to both amateurs and pros. Judges were Jacob Deshin, camera editor of The New York Times, Bill Simon, associate music editor of The Billboard; Bob Jones, RCA Victor art director, and Geichiro Inokuma, noted Japanese artist.

October S O R Bonus Sparks Victor Release

NEW YORK — October is the second bonus-disk month for coupon book holders in RCA Victor's Save-on-Records plan. As in July, there is a choice of a pop or Red Seal disk available from dealers only.

The pop bonus is "Door of Dream" with the Joe Reisman ork. The classical set is "Overture — In Spades!" with the New Symphony ork of London (Agoult). Latter includes such as "Light Cavalry," "Zampa," "If I Were King," etc.

The regular October SOR selections available to book holders at $2.98 each are classical—Prokofieff's "Cinderella" as performed by the Royal Ballet, with the Covent Garden ork (Rieg...), pop—Band of the Coldstream Guards; jazz—"Ride, Red, Ride in Hi-Fi" with Red Allen's All-Stars, including Buster Bailey, Coleman Hawkins, J. C. Higginbotham, Cozy Cole, etc.

In the label's regular release, there is the debut disk of the ... Ashkenazy ... playing Prokofieff and Ravel. The Boston Pops ork (Fiedler) does three suites by Grieg, including the two "Peer Gynt" suites (with soprano Eileen Farrell) and the "Lyric Suite." Another set couples Gliere's "Red Poppy" and Ippolitov-Ivanov's "Caucasian Sketches" by the London Philharmonic (Fistoulari).

Soprano Victoria de los Angeles who now also is appearing on Angel disks, is featured in "Five Centuries of Spanish Song." The vocalists Tozzi, Valletti, Scotto, etc., are featured with the Boston Symphony (Munch) in Berlioz' "L'Enfance du Christ," which covers two disks. Among the other releases there is a setting by Toscanini with the NBC Symphony, of Schubert's Symphony No. 9, and on four LP's, the Old Vic production of Shakespeare's "Hamlet."

Of the Red Seal sets, only the

(Continued on page 40)

HAPPY, HAPPY TO YOU, DICK:

NEW YORK — Columbia Records last Tuesday night (24) staged a surprise party for Dick Linke, who just wound up a two-year period as singles sales manager for the label. Sales veepee Hal Cook escorted Linke—who was completely unaware of the clambake—to Camillo's where virtually the entire brass was on attendance led by President Goddard Lieberson. Linke was visibly affected by the turnout at the bash which had been arranged by ... Bob Gallagher and Gene Block. The crowd included Herb ..., ... Earle, Al ..., Paul ..., Mitch Miller, Percy Faith, Paul Weston, Frank ..., Norman ...

But what really topped it all for Linke was the presence of Joe ..., ... of A&r men who refused to leave Columbia ... 7 p.m. time in order to make the party.

Carlton Lines Up 11 Distribs For New Firm

NEW YORK—Joe Carlton, now lining up his organization for the ...ted Carlton Record Corporation, stated he had concluded 11 distributor agreements ... of last week, with more to come.

Carlton stated he would cut ... new ... in November, at which time he expects capitalization to be completed.

Carlton expects to have disks released by January. He was also believed to be setting up British distribution for the operation.

Design Label Preps Second Big Release

NEW YORK—Design Records, the new $1.49 LP line produced by Pickwick Sales here is preparing its second big release for October 15. Fourteen sets will be issued to follow up the 24 disks released on September 1.

Included in the listing is a coupling of Gershwin's "American in Paris" and "Porgy and Bess Suite," latter arranged by Robert Russell Bennett and recorded by the Hamburg Symphony. Design also has a set of Dixieland by Eddie Condon, a collection ... set with Joe Venuti and L... Prima, a symphonic coupling of selections from "Around the World in 80 Days" and "My Fair Lady" and a volume of ... dance music by Henry King's ork.

Outfit will release ... albums of Christmas music, one for adults and one for children, plus a ... of Disney tunes.

Design is going in for ... labels and covers, ... custom photography, spine backed sleeves, liner notes and ... pressings. Artists and repertoire as well as promotion for the label is being directed by Roy Freeman. Si Leslie is president of the company which also produced the higher price Vintage line and Cricket kidisks. Ralph Berson is national sales manager.

Special Deal On Hyman LP's

NEW YORK—M-G-M Records will release three new albums in the "All Time Song" series by Dick Hyman on October 1. The three, to be called Volumes 4, 5 and 6, will be available to dealers at the discount price of $1.84 per album for a limited time. The suggested list price will be $2.98 each until November 28.

An added fillip to the deal will be a privilege extended to distributors of sets of the original Volumes 1, 2 and 3 at the same low price, for each set of the new group at the reduced rate during the same period. Easel backed counter cards will be available to dealers with all orders and dealer distrib co-op ads in addition to a direct mail campaign to dealers, chain stores and department stores will be employed to promote the new series.

7 New Stereo Sets Released By Livingston

CALDWELL, N. J. — "Stereo Showcase by Livingston," and the latest Lenny Herman package, "Dancing in the Shadows," highlight the new stereo tape release from Livingston Audio Products. The original Herman stereo release is generally credited with being the top stereo tape seller to date.

Other new sets include three in a "mid-European" series, consisting of "The Vienna Band Pageant," "Austrian Musicana," and "Gypsy Melodies," by Edi Csoka, gypsy violinist. Packages by the New York Jazz Quartet, and by Simon Reed round out the group. The "Stereo Showcase" package is volume number three in a series and offers excerpts from recent releases and special stereo demonstration items.

'NEIGHBORING' RIGHTS

Internat'l Group to Weigh Disk Artists' Interests

WASHINGTON — Protection for ... recordings and the so-called "related" or "neighboring" copyright interests of performing artists will be discussed by an International Copyright Committee meeting here on October 7.

The "Intergovernmental Copyright Committee" is made up of 12 members of the 27-member Universal Copyright Convention, which was set up in 1955 for mutual copyright protection of its members. The U. S. and Britain will be represented on the Committee. The group will d... only neighboring ... of ... but ... progress of international ... groups and ... by other nations.

Songwriters' Protective Association counsel John Schulman recently warned the National Music Council that the subject of "neighboring rights" on record and broadcast performances—is distinct from the original copyrighted work—is not getting enough attention in view of its importance to recording, both here and abroad. England has a limited copyright pro-

(Continued on page 40)

Feyer Highl'ts Vox Agenda For October

NEW YORK—In the Vox Records release for October, pianist George Feyer is featured on two different disks, accompanied on both for the first time by a full orchestra. In addition, the label has readied six classical and one semi-classical packages.

The Feyer sets are collections of tunes by Jerome Kern and Cole Porter. Heading the longhair list is a limited edition volume in the label's de luxe—package series of pre-classical music—this time the complete Opus 1 and 2 of Corelli on three disks. Like the previously issued collection of Opus 3 and 4, it's limited to 500 copies.

Another three-disk set, but in regular packaging, is the complete Opus 6 of Handel, 12 Concerti Grossi. These are played by the Pro Arte Orchestra of Munich, under Redel. On a single disk, there are three vocal works by Vivaldi: "Gloria in D," "Motette a Canto" for soprano and string ork, and "Stabat Mater" for alto and

(Continued on page 28)

Vik Execs on Promot'n Trek To West Coast

NEW YORK — Executives of Vik Records, RCA Victor subsidiary label, took off Friday on cross-country recording and promotion trips.

Bob Rolontz, manager of singles for the label, is en route to California via the disk jockey trail which takes in Cleveland, Detroit and Chicago. In Chicago he'll record the Vic Farari band. This disking is to be issued there locally only at first, as a test. In Cali

(Continued on page 28)

Angel Cuts Moppet Disk

NEW YORK—Musical comedy stars Julie Andrews and Martyn Green have just completed a State-side cutting of a children's album, "Tell It Again," for Angel Records.

The disk, produced by Julie Laurence, contains nursery rhymes, and other songs of sense and nonsense." It will be released in November. Music for the set was cleffed by Moondog, who also blows percussion on the disk. Julius Baker blows flute.

Miss Andrews is the star of "My Fair Lady," and Green is the noted Savoyard.

34 LP Sets on Westminster Fall Sked; Haydn Tops List

NEW YORK — Westminster Records has prepared a release of 34 LP packages for October. Notable in the release is the smaller ratio of remastered reissues from the old 5000 Series to new recordings. Highlighted composer in the list is Haydn, who is represented by ... works on 14 disks.

According to a spokesman for the company, Westminster is nearing the end of its reissue program. Consequently only 15 of the 34 sets are from the "5000 Series." Four other sets in the new line at $3.98 formerly were out in the de luxe $7.50 "Lab Series." The latter include two volumes of Berlioz Overtures conducted by Boult, a collection of Britten works, and Philharmonia (Goossens).

Repertoire highlight of the month is a new setting of Prokofieff's "Peter and the Wolf" and St. Saens' "Carnival of the Animals" with TV star Garry Moore as narrator. Moore is played by the London Philharmonic Rod... ork. Co-featured with Moore, however, are the sounds of live animals recorded at the Bronx Zoo, and interpolated into the recording. Sounds include actual elephant, ... cuckoo, swan, rooster, ... kangaroo, wolf, etc.

The Haydn sets, all re... include all of the quartets of Op. ... and 76, the string trios of Op. ... plus miscellaneous chamber works. Also included are eight ... conducted by Scherchen.

In the contemporary ..., there are two sets of Milhaud ... works, the opera "Les Malheurs d'Orphée," and the ... "Le Pauvre Matelot," conducted by the composer. There are two sets ... Moran, ... of Brahms and ... of Tartini sonatas.

Cello works, played by Antonio Janigro, are ... dedicated to the ... Beethoven ... for cello and ... to ... Vivaldi ... time ...

In the pop ... set by the De... B...

RCA VICTOR RECORDS *introduces your*

NEW SALES FORCE

FORCE

the greatest radio-television promotion in the history of the record industry!

Here they come—the biggest shows in radio and television, promoting the sale of RCA Victor records day after day . . . *plus* a saturation campaign of local spot announcements on radio. In the coming weeks, wherever people turn, they're bound to see or hear an RCA Victor record commercial! This unprecedented broadcast campaign (coming at a time when broadcast audiences are at an all-time high) means unprecedented sales . . . *extra* sales for you! Now's the time to display RCA Victor merchandise BIG, to take advantage of extra profits. And be sure to call your RCA Victor representative (1) for details on tying-in locally for maximum sales, and (2) to order *extra* merchandise to meet extra demand!

RCA VICTOR

Trade Mark RADIO CORPORATION OF AMERICA

TO WOO TEEN-AGERS

NBOA Meet Mulls Teen-Hop Club

By REN GREVATT

NEW YORK — A National Teen-Age Dance Club may soon take shape, as a result of decisions made at the annual convention of the National Ballroom Operators' Association, held at the Park Sheraton Hotel here this week.

Operators were in accord that sponsoring and promoting teen hops, at close to basic cost, was one way of developing the teen market. It's reasoned that setting up a national organization, nominally helmed by such disk artists as Pat Boone, could spur much interest in dance activity at the local level, thru local chapters. Members would receive special membership cards, etc. Local jockey help was viewed as essential on this project. A committee, appointed to study this matter will meet in two weeks for further discussion.

The conclave also featured a talk by Bob Weems of GAC, who discussed how the agencies try to co-operate with the operators in promotion for various bands on the road. He agreed to go into the matter of operators' proposals that promotion expenses come off the top of proceeds before percentages were figured. The assembled operators also decided to press for more all-out help from various bookers on promotion.

Newly elected NBOA prexy, Carl Braun, also appointed a committee to work with a committee of the AFM to work out mutual problems. These involve first, a review of the minimum rule for numbers of sidemen to be used in the various halls. Secondly, the committee will discuss the desire of the operators to finance a band of their own, which would not be "over-orchestrated" and would play the uniform type of most danceable music the operators feel can go over best with patrons. The ops would thus develop a band themselves and would have an opportunity, since it would be their

(Continued on page 25)

Cap Adds New Tape Models To Phono Line

HOLLYWOOD—Capitol Records added to its line of high-fidelity phonograph equipment last week with the bow of two new stereo tape models, the 750 and 752, at the same time announcing a 90-day service warranty on all equipment in the line.

Consumers will henceforth enjoy a 90-day warranty on all parts and service with the purchase of any model in the Capitol phono or tape recorder line.

Bill O'Boyle, manager of the label's equipment division disclosed the tape players, the Model 752 at a suggested list of $349.95 and the Model 750 at $249.95. Both models are stereo players tho they will record monaurally.

The Model 752 contains two separate speakers, each containing one eight-inch woofer and a three-and-one-half-inch tweeter and is designed for in-line head use. Unit will record at seven and one-half and three and three-fourth ips, and has a 10-watt output per channel. Model has a tape run-out switch and a recording safety lock, and is finished in California grey barco leather.

The $249.95 model contains a five-by-seven-inch woofer and a three-and-one-half-inch tweeter; has a five-watt power output and is available in a pyroxlin covered case of charcoal and white.

Firm sparks up its promotion and advertising guns this month via a two-page, four-color spread in Look magazine, in addition to other consumer and trade advertising.

Poole Heads Scandinavisk

COPENHAGEN — The board of directors of Scandinavisk Grammophon A/S, Danish branch of Electric & Music Industries, has appointed A. J. Poole as executive manager of the Copenhagen firm, which in addition to pressing and distributing the E. M. I. labels (His Master's Voice, Columbia, M-G-M and Capitol) also distributes the Odeon Parlephone, Pathe and Regal-Zonophone labels.

Poole is rated as the youngest exec to head the Copenhagen firm but he comes from the London office of E. M. I. and has held top positions in their branches in Oslo and Stockholm.

Am-Par Adds To Fall Release

NEW YORK—ABC-Paramount Records is readying seven new albums for release October 15, exclusive of the label's current "Lucky Seven" fall LP promotion.

Line-up includes "Hugh O'Brian Sings" (O'Brian is TV's Wyatt Earp); "Christmas in a Monastery" featuring the Franciscan Friars of Wappingers Falls, N. Y.; "The Two of Us," a two-piano anthology by Larry Green and Mike DiNapoli; a set by the Vinnie Burke All-Stars, "Lucky Thompson Features Oscar Pettiford"; "The Empire City Six Salutes the Colleges," college songs arranged in Dixieland style, and a package featuring Bert Buhrman at the Organ.

BONDS FOR FUN LOVIN' BABIES

NEW YORK—Victor Records is running a deejay promotional contest on behalf of "Fun Lovin' Baby," tune recently cut for the label by Georgia Gibbs. Deejays send in photos of their tots—up to the age of 18 months—to Jack Dunn at Victor. Bachelor deejays can send in photos of any baby who strikes their fancy.

Each week a $25 bond will be given to a winning baby. At the end of six weeks the Fun Lovingest tot of them all gets a one year's supply of Gerber's baby food. The deejay submitting the winner gets a 17-inch portable TV set.

Lawyer Denies Lieber-Stoller Inking by RCA

HOLLYWOOD—Attorney Lew Dreyer, representing songwriters Jerry Lieber and Mike Stoller, last week branded as "unfounded" a story in The Billboard (September 23) reporting that Lieber and Stoller had been signed by RCA Victor.

Dreyer declared that no deal had been signed and that no plans have been made for Lieber and Stoller to handle the artists mentioned, namely Lena Horne, Julius La Rosa, Jaye P. Morgan and Elvis Presley.

He acknowledged that negotia-

(Continued on page 28)

Cap Inks Comic, New Fem Group

HOLLYWOOD — Comic Will Jordan, famed for his impersonation of emsee Ed Sullivan, was inked to a term Capitol contract here last week. Jordan will sing for Capitol, tho with producers Voyle Gilmore handling his sessions.

Label also inked a new all-girl vocal group, the Blossoms with a&r man Tom Morgan to do their recording dates. Maestro Stan Kenton, one of Capitol's first artists to join the company, was also signed to a renewal agreement.

Roulette Sales Meet Features New LP Intro, Promotion Plan

NEW YORK — Roulette Records distributor meeting here at the Park Sheraton Hotel last weekend (September 28-29) was marked by the introduction of the label's October release of 12 new LP's and a proposal for a new sales promotion plan on albums.

The plan, proposed by Roulette's sales chief Joe Kolsky is similar to the label's recent two-on-12 program, whereby distributors received two free LP's when they ordered 12.

Under the new plan—which will be passed along to dealers—distributors will receive two free LP's when they order any 12 past Roulette packages, but must buy one of each of the dozen October albums to rate the two-on-12 deal on the new LP's.

The meeting, attended by 22 distribs and seven of the firm's promotion men, and, of course, the label's top execs, Morris Levy, Kolsky and co-artist and repertoire chiefs Hugo Peretti and Luigi Creatore—was also highlighted by the introduction of a window display contest for dealers, centering about a special display prepared by the label for the use of all dealers thru distributors.

At the same time, it was revealed that the Rama label has been put on a temporarily inactive status with such pop artists as Alan Dean moving over to Roulette while Rama's rhythm and blues artists — including Billy Mason — join the Gee label. Rama may be released as a low-priced album line later, but no decision has been made at this time.

Roulette's new album release includes "Frankie Lymon at the London Palladium" (Lymon's first LP release on the Roulette label since he transferred from Gee), "Kay Martin and Her Bodyguards," "The Copa Girl," with Dori Anne Gray

(Continued on page 28)

Decca Pacts Dick Williams

HOLLYWOOD — Dick Williams, male lead opposite Nancy Walker in the Broadway musical, "Copper and Brass," has been signed to a term contract by Decca Records. Williams is slated to cut his first sides in New York this week and will also be featured in the upcoming Decca original-cast package of the show.

Singer was first seen as a regular on the Tennessee Ernie Ford daytime television show here and auditioned for the Broadway role after being caught by the play's producers. Vet manager Tom Sheils handles Williams.

World Tour in 80 Days or 34 LP's—Decca's Got It

NEW YORK — Decca Records has unveiled a special promotion, entitled "Around the World in 34 Decca Albums," which uses as its basis, the top-selling sound track album, "Around the World in 80 Days." The promotion will be used to push 34 Decca albums, all keyed to a holiday and travel kick.

Of the total release, 23 were previously released as parts of Decca's "Your Musical Holiday" and "Midnight" series, both of which previously were the subject of special promotions of their own. Ten new sets, which carry out the "Around the World" idea are: "Your Musical Holiday in the Golden West," "Montmartre Moods," "Honolulu at Midnight," "Stars of Hawaii," "On a Caribbean Cruise," "Haitian Rhythms," "Cherry Blossom Time in Japan," "Your Musical Holiday in the South Seas," "Dance Rhythms of Puerto Rico" and "Steel Band Jump-Up."

Special display material has been prepared consisting of a centerpiece, highlighting the "Around the World in 80 Days Album," with a montage of mounted lithos of the balance of the album covers in the 34 set group.

Another aspect of the promotion is a tie-in with La Vigna, cashmere coat manufacturer. La Vigna's current line includes a "Round the World" collection, and will feature the Decca product in all promotion activity. The firm is conducting a dealer contest with Decca products as prizes and dealers are getting display material which ties the Decca "Around the World" theme in with their own "Round the World" collection.

ASMA Prexy Speaks Up For the Clan

NEW YORK — "The arranger is in a great sense, the architect, the planner and in many cases the actual 'doer' as conductor or even a.&r. man, in the disk field, according to an open letter to the music industry from Eddy Manson, newly elected prexy of the American Society of Music Arrangers.

"The arranger is the man who takes a naked melody from a lead sheet and creates an aural picture for the melody. He is, in effect, a very important collaborator in the creation of a song," said Manson.

Manson said that despite the importance of the arranger to the music industry, he is anonymous and sadly neglected. "Something must be done to correct this grave inequity," Manson pointed out.

Altho the arrangers have no intention to press for a raise in current orchestration scales, Manson solicited suggestions from the industry as to how the lot of the arranger can be improved. "Let's keep the arranger happy, it would be pound foolish not to," Manson added.

Verve, Nelson Family Swap Legal Barbs

HOLLYWOOD — Young Ricky Nelson is expected to share the spotlight as a result of a legal battle currently shaping up between Verve Records, the Nelson family and Music Corporation of America.

Previously served with papers in a proceeding against Nelson and MCA by Verve, the Nelsons retaliated here last week by filing an action for damages against Verve for approximately $42,000. The latter ostensibly represents royalties due Nelson as a result of his hit recording, "I'm Walkin'," on Verve. Nelson additionally served the diskery with an attachment.

Verve, meanwhile, is readying a complaint of its own, and has been taking depositions from the parties in the action for the past few weeks.

The Verve action will charge fraud against Ricky and Ozzie Nel

(Continued on page 28)

MPHC Pushes Groundwork For Indie Suit

HOLLYWOOD — Music Publishers' Holding Corporation has filed a petition to perpetuate testimony from Tops Records, taking depositions prior to an action that is expected to be filed before the end of the year.

Motion was filed by attorney Arthur S. Katz, of the firm of Fink, Levinthal & Lavery, representing the Warner Bros. music firms. According to Katz, Tops President Carl Doshay had refused to answer questions put to him regarding MPHC works ostensibly recorded by the diskery. Katz's motion was granted in Los Angeles Superior Court by Judge Bayard Rhone.

MPHC announced a crackdown last year against indie labels delinquent in the payment of mechanical royalties. At that time attorney Max Fink retained a firm of private business investigators to look into all spheres of activity concerning indie operations, including recording, pressing publishing, etc.

The MPHC action is expected to be the first of others of similar nature to be levied against indie labels.

AFM to Ban Import Tracks On TV Film

HOLLYWOOD — The AFM Local 47 took firm steps in its campaign to halt the use of foreign sound tracks in television films last week, and at the same time served notice that it would henceforth be more severe with diskeries who are delinquent in their payments for recording sessions to musicians.

Union adopted a resolution at its membership meet here (26) to forward a list of all firms using foreign canned track to the California Central Labor Council. At the State Federation of Labor convention in Oakland last week (21) a resolution directing Secretary-Treasurer C. J. Haggerty to co-operate fully with Local 47 was

(Continued on page 26)

UNCLE SAM DEBS 'MUSIC KIT'

HOLLYWOOD — The Copyright Office, Washington, has made available a music information kit for persons interested in obtaining a concise fact file concerning copyrights.

Kit includes general information relating to musical copyrights, sample applications, forms and specific sections relating to notice of use, dramatic works rights, renewals, copyright p[illegible] abroad etc.

Kit may be [illegible] by writing to the Copyright Office.

PICKED BY EVERYONE* AS A HIT

CONNIE FRANCIS

MARVIN RAINWATER

THE MAJESTY OF LOVE

and

"YOU, MY DARLIN', YOU"

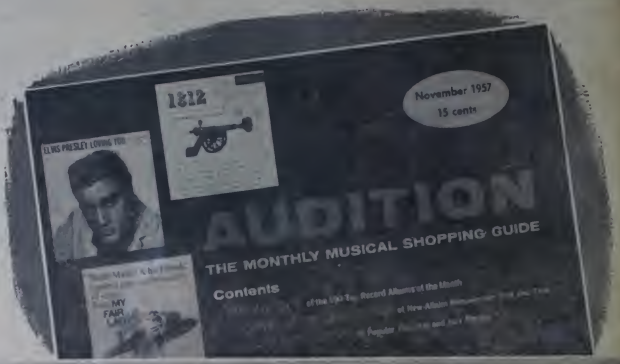
K12555 • MGM 12555

* BILLBOARD
CASH BOX
VARIETY
DISK JOCKEYS
DEALERS
OPERATORS
ONE STOPS

M-G-M Records

A NEW SELLING FORCE

AU



BILLBOARD'S new magazine, Audition, will be distributed to consumers through dealers. Each month Audition will first appear as a supplementary dealer buying guide in The Billboard. Copies will simultaneously be made available in bulk to dealers to distribute to their own record buying customers. Audition will thus become the magazine whereby manufacturers and dealers sell more records to the record buying public.

Billboard editors — and management — in their never ending search for new and better ways to serve the record industry—have designed Audition to promote the sale of recorded music to the American home—to get more people to buy more music equipment and records.

And since album covers have been one of the key merchandising forces in widening the public's taste for new types of music, it was first deemed necessary to find a means to reproduce album cover designs in full color.

Thus in late 1956 Billboard printing plant production men went to work to find the methods and skills necessary to bring full color advertising costs down to a point where manufacturers could afford to use it to promote their latest album releases first to the record industry—and second to the record buying public.

After eight months of testing different printing methods and plate-making processes in four dif-

THE COMMUNICATION CENTER OF

DITION

A Specially edited magazine
—to be specially printed for
the special merchandising methods of
record and equipment manufacturers

ferent printing plants, Billboard's management was satisfied that full color printing was entirely practical.

Thus, the editorial purpose of Audition—to promote the sale of recorded music and phonograph equipment to the American home—will be strengthened by a printing process enabling advertisers to illustrate the package designs which have had such an influence on widening the album buying market. Editors will point the way with best seller charts, record reviews and lists of new albums available. They will advise as well as guide the record buyer. At the same time, Audition's full-color advertising pages will be keyed to awakening or widening the record buying interests of the record buying American home.

AUDITION ***will make its first monthly appearance in the October 28th issue of The Billboard.***

The first announcement to the nation's record dealers, telling them about AUDITION has been enthusiastically received. Because of this reception, it is already possible to guarantee a distribution of 40,000 copies through record dealers direct to record buying consumers.

THE MUSIC INDUSTRY *the Billboard Publishing Company*

ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

Louis Jordan returned to his home town of Brinkley, Ark., last week, appearing at the Marian Anderson High School with his Tympany Five. Engagement marked his first visit to Brinkley in more than a decade. Tympany Five, with Jackie Davis on Hammond organ, vocalist Dottie Smith and guitarist Austin Powell open in the lounge of the Sands Hotel, Las Vegas, September 18. . . . The Heart Throbs make their bow on Lamp Records this week with "So Glad" and "All the Way Home.". . . Don Clark has exited the Aladdin Record firm. . . . Mike Apotoff is the new sales and promotion manager for Lee Rupe's Ebb Record Company. Mike was formerly with Central Record Sales Company, Los Angeles. . . . Milton Deutsch Agency has inked the Six Teens, Flip Records artists. Group will start a tour of clubs on September 27. . . Jerry Lieber and Mike Stoller, top songwriting team that has cleffed many of Elvis Presley's hits in addition to numerous r.&r. winners in the last few years, leave Los Angeles to take up permanent residence in New York. Team will work closely with Jerry Wexler and Ahmet Ertegun at Atlantic Records, and Herb Abramson at Atco. . . . The presentation of rock and roll shows at the United Artists Theater in downtown Los Angeles have been so successful that the house plans on presenting at least one new show every other week.

Mr. and Mrs. Morty Craft have co-cleffed a tune which appears to be shaping up as a strong contender in the pop market. The disk is on Craft's own Lance label and the performance by the Shepherd Sisters has a sound that should be worth plenty of spins. The gals, incidentally, hail from Miamisburg, O., hometown of the McGuire Sisters. . . . Atco Records have received solid initial sales impact on the new Linda Hopkins disk, "Shiver and Shake." Ditto for the Coasters newest, "My Baby Comes to Me.". . . Peacock's Big Walter is doing one-nighters in the Texas area. . . . Clara Ward's big Gospel Caravan plays New York's Carnegie Hall, October 29.

Jubilee a.&r. chief Morty Palitz in Hollywood last week, recording and scouting new talent, with label topper Jerry Blaine expected to meet him there. . . . Buck Ram, manager of the Platters, will open a publishing firm in Rio De Janeiro. . . . The Five Satins, the Coasters, Gene and Eunice and Lulu Reed will headline the Sonny Thompson package when it comes to Los Angeles. . . Billy Ward and the Dominoes talking a picture contract with 20th Century-Fox. Vocal group will henceforth work with pop tunes and standards only.

"Mr. Rock and Roll" is the news of the week. The new Alan Freed all-star rock and roll picture was screened for the press last week and is set for immediate release — the first of a deluge of swinging cinema. Freed is shown mikeside at his familiar WINS post, from which point most of the action stems. And most of the action is centered in performances of new songs by a group of top-notchers including Little Richard, Chuck Berry, Lavern Baker, Clyde McPhatter, Brook Benton, Ferlin Husky and Shaye Cogan. Teen fans will dig the musical performances the most and ditto Randazzo, who not only sings, but acts in the lead slot. Lois O'Brien, a fellow pactee of Randazzo's at Vik Records, is the gal lead. Package is neatly tied up by the addition of Lionel Hampton and company.

A sequel to "Mr. Rock and Roll," the work of the same producers, is now in the works. This one will put the spotlight on the hillbilly field and will be titled "Country Boy." Ferlin Husky and Faron Young have already been signed.

The Vanguard production, "Jamboree," with an entirely different, but equally loaded cast, will be released in mid-November. In addition to a hand-picked bunch of top jockeys from the U. S., Canada and Europe, the pic will feature such great cats as Fats Domino, Count Basie, Joe Williams, Charlie Gracie, Jerry Lee Lewis, Buddy Knox, Jim Bowen, Carl Perkins, etc.

The Coasters, the Five Satins and the Cellos combined to pull a good house last week at Denver's Mammoth Gardens. Adding to the excitement was a small fire which broke out in the attic of the building, forcing the crowd to evacuate. Also according to our correspondent on the scene, "A street fight broke out, caused by undetermined origin but resulted in the arrest of half a dozen patrons of the show. Outside of that everything was normal. At the same layout, Chuck Willis makes a one-nighter October 23 and Bill Doggett will appear November 19.

DISTRIB DOINGS: Elektra Records has appointed the following new distributors: Tracy-Mitchell, Buffalo; A & I, Cincinnati; Custom, Cleveland; Arc, Detroit; Binkley Distributing Company, Miami; Circle Distributors, Denver; Midwest, St. Louis; Garmisa Distributing Company, Chicago; Laredy, Newark; Record Distributors, Pittsburgh; and Arnold Distributing, Charlotte, N. C.

Jimmy Wright has been signed to an exclusive contract by Aladdin Records, with both Eddie and Leo Mesner enthused about his first recording, "Teen-Age Bean." . . Fats Domino Inked In to the Phoenix Coliseum on October 11. Offers for Domino to tour the Continent and Australia continue to pour in according to Imperial prexy Lew Chudd, tho thus far Fats hasn't accepted any. . . . Jerry Lieber and Mike Stoller, who penned the Coasters' "Searching" and a flock of Elvis Presley hits, will make New York their home town from here on. Team was inked to an RCA Victor pact last week. . . . Capitol Records have signed comer Nick Green. . . . Plan for the owners of The Lighthouse, famed jazz spot in Hermosa Beach, Calif., to take over the shuttered Zardi's Jazzland in Hollywood has run into a few snags. . . . Jack and Jill are a new group making their bow on Imperial this week.

Hy Siegel, right hand man to Savoy prexy, Herman Lubinsky, will be hospitalized in Beth Israel Hospital, Newark, for six weeks due to a double hernia. . . . Milt Shaw, prexy of Shaw Artists, announces the appointment of Vic Sands as head of the agency's new cocktail department. . . . Ruth Brown's maternity leave will be terminated October 1. Shaw Art-

(Continued on page 61)

Regent Snags Catalog Plum

NEWARK, N. J. — Herman Lubinsky, mahoff of the Regent label here, has acquired the entire catalog of the old National label, originally started and operated over 10 years ago, by Al Green, father of Irving Green, prexy of Mercury Records.

Among the more than 800 masters in the collection, which included the big hit "Open the Door Richard," by Dusty Fletcher, is material by Billy Eckstine, the Ravens, Lavern Baker, Joe Turner, Pete Johnson, Charlie Ventura, the Ames Brothers, Vincent Lopez, Eileen Barton, Toni Arden, the Gatemouth Four, Frank Buck (wild animal sounds from the veldt) Red McKenzie, Enric Madriguera and others.

Much of the material was originally cut by Herb Abramson, Atlantic exec. Other sides were made by Lee Magid, currently manager of Al Hibbler and Trudy Richards. A few of the more swinging jazz sides were the work of Bill Simon.

Many in the trade will readily acknowledge the acquisition as a veritable plum and Lubinsky is losing no time in cashing in on the coup. For example, the Billy Eckstine material, will be released at an early date in four different LP's. In a typically salty statement, Lubinsky declined to outline further plans.

Imperial Adds To Fall Output

HOLLYWOOD — Five new packages were added to the Imperial Records fall output slate last week, with label prexy Lew Chudd declaring that the firm will also have new product for the winter and Christmas seasons.

Two sets recorded in London head the list, "Dizzy Reece Quintet," and "Tubby Hayes Quartet-Quintet." Other LP's are "The Africa Nite Life" by South African bongoist Ukonu, "Stairway to Heaven" by Rex Koury," and "Goodnight Sweetheart" by Bill McGuffie. Full dealer support will launch the packages according to Chudd, in addition to cover enlargements and other visual selling aids

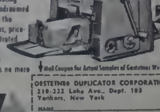
Label topper landed a three-page spread in Business Week last week, in a story detailing the growth of the independent diskery.

A great score composed by Dimitri Tiomkin for the new cinerama production
"SEARCH FOR PARADISE"
Hugo Winterhalter and Orchestra R.C.A. Victor
Robert Merrill R.C.A. Victor
Jack Pleis and Chorus Decca Records
David Rose with Dean Jones M.G.M. Records
Les Baxter and Chorus Capitol Records
"THE HAPPY LAND OF HUNZA"
Robert Merrill R.C.A. Victor
Walter Schumann Singers R.C.A. Victor
Tito Puente and Orchestra R.C.A. Victor
"KASHMIR"
Hugo Winterhalter and Orchestra R.C.A. Victor
Robert Merrill R.C.A. Victor
"SHALIMAR"
Robert Merrill R.C.A. Victor
Walter Schumann Singers R.C.A. Victor
SOUND TRACK ALBUM
by R.C.A. Victor
MANY MORE TO COME
M. WITMARK & SONS

DRIVE IN SHOW
Eddie Cochran
Liberty
AMERICAN MUSIC, INC.
9100 SUNSET BLVD., HOLLYWOOD, CALIF.

Pat Boone
"GOLD MINE IN THE SKY"
Pat Boone (E.P.)
"CATHEDRAL IN THE PINES"
The Hilltoppers
"MY CABIN OF DREAMS"
Pat Boone
"LOVE LETTERS IN THE SAND"
BOURNE, INC.—ABC MUSIC
136 West 52nd St., N. Y. C.

DUAL CYLINDER stencil DUPLICATOR
...prints with paste ink through silk screen
..duplicating with a "PRINTED LOOK"
This remarkable development in "office printing" combines the simplicity of the stencil duplicator with the automation and quality of the modern printing press—producing amazing print-like results. Undreamed of economies are possible in the production of your own forms, price-lists, bulletins and even illustrated catalog pages. Instant color changes and spotlessly clean operation. A GESTETNER costs no more than an ordinary duplicator.



Mail Coupon for Actual Samples of Gestetner Work
GESTETNER DUPLICATOR CORPORATION
210-222 Lake Ave., Dept. 103
Yonkers, New York
NAME
COMPANY
ADDRESS
CITY STATE
Gestetner
World's First and Foremost of Duplicating Equipment Since ... 1881

Leroy Anderson
His next big one—
FORGOTTEN DREAMS
Recorded by
• Leroy Anderson on Decca Records #30403
• Cyril Stapleton on London Records #1784
• Frederick Fennell on Mercury Records #71170
MILLS MUSIC, INC.

A "HIGHLIGHT" For Every Program
JUNE NIGHT
LEO FEIST, INC.

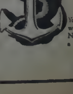
"I'M SENDING YOU THIS RECORD"
Bob Denton
DOT
AMERICAN MUSIC, INC.
9100 SUNSET BLVD., HOLLYWOOD, CALIF.

Here Comes A Hit!
Hank Noble's
"HERE COMES THE NIGHT"
Breaking Big Everywhere.
Published by
FRONTIER MUSIC PUBL. CO.

Mercury RECORDS

DECCA RECORDS
America's Fastest Selling Records!

Anchors Aweigh!



You're off to a career with a future ... a Navy career! Become a seagoing specialist
NAVY

ANKA'S AWAY AGAIN...

With A Double-Sided SMASH!

9855

TELL ME THAT YOU LOVE ME

and

I LOVE YOU, BABY

ABC-PARAMOUNT's

sensational 16-year-old singer-composer

PAUL ANKA

hit that magic million mark
with his first one—the fabulous "Diana"!
Now he scores a fantastic double!
Either side could take off—big...
but we're betting on both!

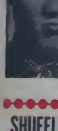
ABC-PARAMOUNT

FULL COLOR FIDELITY

WATCH THESE FOUR GREAT NEW ATCO HITS CRACK THE CHARTS!

WHAT A NIGHT FOR LOVE
AUTUMN LEAVES
6099 Bette McLaurin

LAND OF LOVE
BALLAD OF THE COWBOY SAILOR
Jimmy Simmons 6102



SHUFFLE IN THE GRAVEL
MAKE BELIEVE
6101 Youna Jessie

SOME DAY, MAYBE TONIGHT
TALKIN' ABOUT LOVE
Jerry Grant 6100

ATCO

Atco Recording Corp., 157 West 57 Street, New York 19, N. Y.

MUSIC AS WRITTEN

Miller to Guest On Bill Smith's Course . . .

Columbia's Mitch Miller will do a guest-speaker stint Monday, October 21 for Bill Smith's show business course at the New School here. Smith, former night club editor for The Billboard, has conducted the New School course for the past few years.

Frank Slay Master Sold To Cameo Label . . .

The master purchased by Bernie Lowe last week for his Cameo label was sold by Frank Slay Jr. The disk—"Silhouette" and "Daddy Cool" by the Rays—was a Billboard Spotlight Pick last week in both pop and rhythm and blues categories. Slay wrote both tunes (with Bob Crewe) and cut the platter.

New York

Princess Ming Chu, singer and dancer, has just cut a pair of sides for Oji Records. The Princess sings in the Hawaiian rock and roll styles. Tunes are "Hearts Are Trumps" and "The Island of Love." The artist, just returned from a European trek, is preparing a tour here . . . **Ruth St. George** has been named new West Coast office manager for National Artists Corporation. Edward Stewart-Tavant will be representative in the same territory. . . . **Irving Fields'** Trio opens the fall season at the St. Moritz Cafe de la Paix Tuesday (1) . . . **Yoko Matsuo** and **Sulu Levitch**, violin-piano duo, have opened at Armando's here. Levitch was once musical director for Don Gabor's Continental Records.

Teddy Wilson and **Jimmy McPartland** head the jazz bill opening Tuesday (1) at Jazz City.

• **Johnny Mathis** has been booked into the Pittsburgh Copa the week of November 11. . . . Contemporary singer-folklore expert **John Allison** has signed a songwriter pact with Broadcast Music Inc. . . . RCA Victor thrush **Martha Carson** opens at the Chase Hotel, St. Louis Thursday (3) for two weeks.

• **Dean** has repacted **Carmen Cavallaro** to a long-term exclusive renewal pact. The pianist's "Eddy Duchin Story" sound track album has been a best-seller for a number of months . . . **Decca** has also purchased the masters of two novelty satires, "I'm Gonna Sit Right Down and Write Myself a Letter," and "Good Goods," by an artist billed as **Hop Y. Long Wong**. Wong is said to be a well-known clefter. . . . **Atlantic** has signed the **Jazz Modes**, a jazz quintet formerly on the Dawn label. The group includes **Julius Watkins**, French horn, and **Charlie Rouse** on tenor. Watkins is also a clefter and arranger. The label has also pacted 19-year-old **Margo Guryan**, thrush, pianist, clefter, and Boston University student, to an artist-writer pact. Her initial LP, "Margo Guryan Singing Her Own Songs," will be issued next month . . . "San Francisco Poets," an LP reading of the works of well-known Bay area poets, is being released on the Evergreen label.

Dictograph Eyes Diskery Hook-Up

NEW YORK—The Dictograph Corporation has had discussions with at least two record companies with an eye to developing a plan for either a sale, merger or other corporate joining of forces of the company's hi-fi phonograph division with a diskery.

Discussions have recently taken place between reps of Dictograph and ABC-Paramount. It is understood that later meetings also took place between Dictograph men and execs of Dot Records. The moves have been interpreted as an effort on the part of the diskery to become represented—along with other record firms—with a phono line. For Dictograph, the move was innaugurated to obtain the better distribution set-up that the distrib of a diskery would afford. Normal distribution for Dictograph business products does not reach the proper outlets for consumer phono equipment. What company tag the phono products would carry, in the event of a deal being made, remained unclear.

Court Denies Era Injunction

HOLLYWOOD — Injunction requested by Era Records to halt RCA Victor and Warner Bros. from distributing the sound-track album from "The Helen Morgan Story" was denied by Judge Ben Harrison in Federal Court here last week.

Suit stems from dispute between Gogi Grant, who warbles the album, and Era, with Miss Grant suing to break her contract with the record company. Judge Harrison's decision apparantly clears the way for distribution of the album.

Austin Feted by Fraternity Label

CINCINNATI—Fraternity Records' piccy, Harry Carlson, played host to more than 200 civic leaders, deejays, music men, TV and radio execs and newsmen at a gala party in the Presidential Suite of his partner, Dr. Ashton L. Welsh, at the Netherland Hilton Hotel here Monday night (23) to honor veteran crooner Gene Austin and to herald the latter's new album on the Fraternity label.

Festivities began at 4 p.m. and wound up at midnight. Austin made the trip from his home in Las Vegas for the occasion and remained over to appear at the affair, together with Danny Thomas and Connee Boswell, of Coy Poe's show offered as a free attraction in conjunction with the Cincinnati Redlegs-Chicago Cubs ball game at Crosley Field Wednesday night (25).

The Austin album, labeled "Gene Austin and His Lonesome Road," contains his top seller of all time, "My Blue Heaven," "Lonesome Road," which he wrote himself; "Carelass Hands," "T-E-N-A-S Spells Texas," "I'm Cryin'," "When I Meditate," "When Loves Comes Calling," "Give Me a Home in Oklahoma," "Dream On, Little Plowboy," "Don't Hang Around," "I'm Comin' Home" and "Sunflower." Seven of the songs, penned by Austin himself, have never been recorded.

AFM to Ban

• Continued from page 20

approved "because American musicians are being deprived of work" by the foreign track.

Previous discussions between AFM President James C. Petrillo and Richard Walsh, president of IATSE, have been held on the subject, ostensibly on the premise that the British Intern with the national Association of Theatrical Stage Hands and Electricians, would not handle any film product not made by members of the AFM. Walsh addressed the AFM Convention in Denver last summer.

On the disk front, Local 47 has served notice to all diskeries here that its members are to be promptly paid following a record date.

DIETRICH DISK'S GLOBAL TEE-OFF

HOLLYWOOD — Dot Records will engage in its first simultaneous international distribution of a pop single next week with the release of Marlene Dietrich's first records for the company.

Firm has pre-shipped a bulk allocation of Miss Dietrich's first records for "Angelitos Negros," Another Love" and "Near You" to 34 countries thruout the world. Dot was cut during Miss Dietrich's filming of "Witness for the Prosecution" here recently.

Randy Wood, currently recuperating from a tonsilectomy, told the Paramount Pictures board that Dot is expected to gross $10 million in sales during 1957. In a report to the parent company last weekend.

'Jazz Only' Is L. A. Airer's New Policy

HOLLYWOOD — FM Station KNOB, Los Angeles, will devote its programming entirely to jazz under a new management policy inaugurated by disk jockey-general manager Morey Stern.

On the theory that jazz gets little or no recognition on AM outlets, Stern recently bought into the FM station, changing its format to a jazz-only policy. Staff consists of Pat Henry, George Laine, Art LeBec, Gabriel Figueroa and Stein. Live pick-ups from local jazz boites are planned, with the station planning to increase its power from 320 watts to 70,000 in the near future. Plans for a Jazz Coon to College contest, with the winner to be sent to the Newport Jazz Festival, are also being formulated.

Hot Start for Green Contest

SAN FRANCISCO—Initial reaction to the recently announced Bernie Green contest being sponsored by Sun Francisco Records has thus far been overwhelming according to Al Levitt, prexy of the company.

Tied to the label's "Bernie Green Plays More Than You Can Stand in Hi-Fi" LP, entries have thus far been received from disk jockeys, distributors and from trade personnel in Hawaii, Canada and Europe. TV and radio listeners may compete for two Ampex Stereo Music Systems by writing of their impressions of Green. Firm has earmarked a budget of $15,000 to hypo the contest with ads in trade and consumer advertising and radio and TV time. Special promotion kits have been sent to dealers and distributors to stimulate sale of the album.

Holzer to GTJ As Technician

HOLLYWOOD — Coast indie Good Time Jazz added its technical staff last week with director Roy DuNann appointing audio engineer Gene Holzer to assist him in all technical phases of the GTJ and Contemporary disk operations.

Holzer's first assignment is the installation of a lathe designed especially for the high-fidelity transfer of original tape to disk masters. He comes to GTJ from Capitol Records, where he worked for four years with DuNann, then supervisor of recording.

Hits Ahoy! Full sales Ahead...

WITH

MITZI MASON

FAIR WINDS AND FULL SAILS

b/w

AUTUMN ON THE CAMPUS

VIK X/4X-0301

AND

The ROVER BOYS

I GO TO YOU

b/w

WHAT CAN I DO FOR A HEARTACHE

VIK X/4X-0302

Vik records

Broad Scope in Fall Agenda

• Continued from page 16

catalog Christmas packages, with 50 per cent due December 10 and 50 per cent due January 10. Similar terms are available with a $100 order on the label's line of stereo tapes, and a $400 order on Capitol's recently introduced line of hi-fidelity phonograph equipment. Cash discount of 2 per cent will be allowed on all current billing, in addition to a 100 per cent exchange policy on all new October albums thru October 25. Deferred billing terms will remain in force on all orders placed thru November 25.

Twelve oew popular albums, seven classical sets and one new soundtrack package, the latter the music from the Columbia picture "Pal Joey" maka up the label's October merchandise. A de luxe five-record package by the Hollywood String Quartet, performing the "Late Beethoven Quartets" recorded at the Edinburgh Festival, is one of the high points of the classical repertoire. Album bas a suggested list of $19.90 and includes an eight-page brochure describing the works in tha boxed set. Important also to note is the new Stokowski package, "Landmarks of a Distinguished Carreer," which features six of the most widely known classical pieces, "Tocacata and Fugue in D Minor," "Claire De Lune," "Blue Danube Waltz," "The Swan of Tuonela," "Prelude to the Afternoon of a Fawn" and "Finlandia," and is similar in content to the widely heralded "Opera for Orchestra" series by Kostelanetz.

Other classical sets are by William Steinberg with the Pittsburgh Symphony Orchestra, "Vignettes" by Nathan Milstein, "New World of the Guitar" by Laurindo Almeida, Franck's "Prelude" and Schuman's "Fantasia" by Leonard Pennario, and "La Mer" and "Daphnis Chloe" in the delnit package by Eric Leinsdorf and the Los Aogeles Philharmooic.

A special voice-track recording by Leopold Stokowski will be sent to all disk jockeys, in addition to die-cut displays of the Stokowski, Leindorf and Hollywood String Quartet package for record dealers.

"Pal Joey" Package

The label's "Pal Joey" package will be the focal point of a heavy promotion and advertising campaign. Film features Frank Sinatra, Rita Hayworth and Kim Novak, with dealers receiving a barrage of flyers, browser box dividers, die-cut window displays, stills ad mats, a press book and other point sales material.

Pop albums include material by Nelson Riddle, Richard Jones, Dolores Gray, Murray McEachern, Anna Maria Alberghetti, Guy Lombardo, Marian McPartland, Jane Froman, Les Brown, Les Baxter and Tennessee Ernie Ford. Additionally, firm is releasing a new hi-fi sound package, "Full Dimensional Sound From the Capitol Tower" at a suggested $4.98 list. Miss Gray, Miss Alberghetti, and McEachern make their album debuts on Capitol witb this release.

As with previous Capitol programs, dealers will receive a complete packaged "All-Star Line-Up" kit, complete with the aforementioned merchandising aids. Latter also include miniature pennants for store display hangers, die-cuts of the Ford, Dolores Gray and Alberghetti package, and browser divider cards of the Lombardo, Nelson Riddle and Full Dimensional Sound albums.

A unique innovation of the label's disk jockey album preview kit makes its bow this month, with Capitol including voice tracks on the two 12-inch LP records. D.J. album features musical excerpts from all the popular albums released, with voice tracks of all the artists used. Latter will be sent to Cap's album disk jockey list, in addition to all subscribers of the firm's pop album service receiving the October merchandise.

Dealers will also maka use of a special two-color insert in Tha Billboard, designed for store use as a hanger.

The program was unveiled for Capitol's district sales managers and department heads at Cinemascope showings here last week (26-27).

NBOA Meet

• Continued from page 20

own property, to continue booking it at reasonable cost. Such a band would also be promoted for disk dates and TV appearances.

George Clancy, treasurer of the AFM, who addressed the group, said that the success of ballrooms had much to do with the welfare of musicians and that the AFM would be willing to work toward meeting the operator's wants.

A motion was also made to bire a full-time public relations counsel who would try to erase from the public mind bad concepts of ballrooms, which were described as holdovers from an earlier day.

More than 200 operators attended the get-together, while featured in addition to the clinics, a series of exhibits of ballroom concession suppliers, etc. The only band to exhibit was the Les Elgart group which used a booth to display its albums and pass out leaflets. More than 750 albums were handed out. The band also hired Charlena Holt, described as "one of the most expensive New York models," to dance ops over to the booth and introduce them to the Elgart brothers."

Big Push for Christmas Hi-Fi

• Continued from page 16

albums, good thru October 25, will also apply to the Christmas product.

New albums are topped by the first yuletide set for the label by Frank Sinatra, tagged "A Jolly Christmas From Frank Sinatra," "The Music of Christmas" by the Hollywood Bowl Symphony Orchestra conducted by Carmen Dragon, and "Now Is the Caroling Season" by Fred Waring. With the exception of the Sinatra package at $4.98 all of the new Christmas albums bear a suggested list of $3.98.

The firm's "Capitol of the World" series bas been brought into play via a unique "Christmas Around the World" series. Eight packages, featuring the Christmas music of Mexico, Germany, Italy, Spain, France, Holland, Sweden and England, will be released, with liner ootes printed in English and the language of the couotry being dealt with.

To kick off the holiday merchandise for radio audiences a specially designed disk jockey preview has been prepared, with maestro Fred Waring doing the narration. Latter will include excerpts from some of the new and standard Christmas packages.

Dealers will receive a new floor merchandiser io the holiday motif with a capacity of 100 albums, a sleigh browser box, two divider displays, streamers, Christmas stockings for store hangers and a Santa Claus easel display.

Firm will train its big guns on the Christmas market shortly after Thanksgiving, tho all of the merchandise will be available to dealers this week.

Tells to Ike

• Continued from page 16

selling bananas," said Kaye. "Like yesterday's newspaper, yesterday's hit song dies fast. You don't stay in business very long with shelves full of dead merchandise."

Kaye also detailed how the disk dealers' problems ara complicated by the heavy output of the various record companies. The problem of ordering he stated is a "ticklisb business."

Outlining his own system for picking most salable merchandise from the total product offered him from week to week, Kaye said it involved several factors. He cited "knowledga of customers' tastes," knowledge of the industry and what the diskeries are promoting heavily, and finally, information published in business papers.

The Billboard and its "scientifically accurate" charts received considerabla praise from Kaye. He told how the charts, under the direction and control of the New York School of Retailing, give a clear index to what records are actually selling in the overall national picture.

Said Kaye: "We can easily see what is growing in popularity and what is lessening. Needless to say, this information aids our buying immeasurably."

He also lauded The Billboard for its weekly oews coverage, reports on price changes, product information, merchandising programs, etc., and pointed out that the information is available thru tha business paper to "every dealer, large and small, thruout the country" whose problems roughly approximate those of the Liberty Music Shops.

Lawyer Denies

• Continued from page 20

tions between RCA and the writers were being carried on for "sporadic recordings" to be helmed by Lieber and Stoller. Sources close to Lieber and Stoller on the Coast, however, declared The Billboard story to be accurate, opining that "parties in New York were upset because the cat got out of the bag before they wanted it to."

Lieber and Stoller will continue their present arrangement with Atlantic and Atco Records as well as their arrangement with Jeao and Julian Aberbachs' firm. The Billboard was in error in reporting that Lieber and Stoller had penned four songs for tha recent Elvis Presley film, "Loving You." The team wrote only two songs.

Verve, Nelson

• Continued from page 20

son, fraud against Mickey Rockford of MCA, Dick Pierce, formerly with the agency and currently with RCA Victor, and fraud against MCA and other individuals. In addition, Verve will charge breach of contract against Ricky and Ozzie Nelson.

According to Verve attorney, Jerry Rosenthal, a written contract had been drawn and orally agreed to by the Nelsons and by MCA, tho the pact was never signe MCA ostensibly assured Verve that a written, enforceable pact witb Nelsoo would be inked. The Verve action, said Rosenthal, will ask for damages in excess of $1 million.

Nelson recently ioked a pact with Imperial Records.

Roulette Intro

• Continued from page 20

"Songs My Mother Loved" by Milton Berle; a set by Tony Pastor's ork; "Hi-Fi Harmonica" by Leo Diamond; the Dixie All Stars' "Dixiecats"; "Pearl Bailey Sings for Adults Only"; "Accordion in Hi-Fi" with Jo Ann Castle; "Jim Rodgers," and "Pajama Party," featuring various groups, including the Cleftones, the Heartbeats and the Valentines.

Vik Execs

• Continued from page 19

fornia, Rolontz will cut singles with thrush Gale Robbins, and then proceed back via the Southern route, with longest stop in New Orleans.

Herman Diaz, album manager for Vik, will go directly to the West Coast, where he will cut dates with Japanese thrush Pat Suzuki, Gale Robbins (for an LP) and Jo Ann Gilbert.

Ben Rosner, general manager for the label, will also head west to visit jocks and distribs in all of the coastal States.

All of the execs will be out of the city about two weeks.

Feyer Highlights

• Continued from page 18

string ork. Soloists are Friederike Sailer, soprano, and Margarete Bence, alto.

From the same period comes a collection of four Christmas Concerti, by Corelli, Manfredini, Locatelli and Torelli. The modern period is represented by a coupling of Schoenberg's "Verklaerte Nacht" and "Chamber Symphony in E Flat," by the Southwest German Radio ork under Horenstein. It's the first disking of the symphony.

Other entries are Chopin Ballades and four Impromptus played by Frugoni, and a set of highlights from the "Merry Widow" by Viennese soloists and ork.

The Record Equipment Merchandising Section Which Normally Appears on This Page Will Resume in the Next Issue

"TTT*" is better than "TNT"

For Record Sales!

*Today's Top Tunes

Sells More Records...Wins More Regular Customers

• • • • • • • •

Today's Top Tunes lists 3

* Top Tunes on Records
* Best Selling Popular, Jazz and Classical long play Records
* Best Selling Country and Western Records
* Best Selling Rhythm and Blues Records

It's a Sales Stimulator Service With Many, Many Uses . . . STORE GIVE-AWAYS . . . DIRECT MAIL PIECES.

TODAY'S TOP TUNES IS RUSHED TO YOU EVERY 2 WEEKS.

*Your Name and Address Imprinted on Orders of 500 or More.

Mail to THE BILLBOARD 2160 Patterson St. Cincinnati 22, Ohio

UNTIL FURTHER NOTICE PLEASE PRINT AND SHIP

☐ TRIAL ORDER
☐ EVERY OTHER WEEK
☐ MONTHLY

☐ 100. $ 2.00
☐ 250.. 4.00
☐ 500.. 6.00*
☐ 1000.. 11.00*

867

Name .... (Please Print)

Address ....

City and State ....

Phone ....

Ordered by ....

Now...CAPITOL PHONOGRAPHS protects your profit with FREE PARTS AND SERVICE!

As stated in the standard Warranty, Capitol will provide your customers with free parts and service for 90 days—at no charge to you!

The quality built into every Capitol Phonograph is the best assurance of trouble-free performance from the day you sell it. That's why Capitol, in effect, can afford to *guarantee your profit* by providing free parts and service to your customers during the 90-day warranty period. Here's what this new kind of warranty does for you:

It eliminates costly service calls that eat into your profit margin.

It cuts handling costs to the bone, frees your salesmen, servicemen or yourself for more profitable activity.

It drastically reduces returns. Capitol Phonographs stay sold—which means a higher net at the end of your fiscal period.

from the Sound Capitol of the World

Capitol PHONOGRAPHS

Capitol proves its quality—so you can sell with confidence!

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling Pop Albums

STORE RECORDED SALES — NEW YORK UNIVERSITY SCHOOL OF RETAILING • THE BILLBOARD

FOR SURVEY WEEK ENDING SEPTEMBER 21

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

1. LOVING YOU—Elvis Presley . . . . RCA Victor LPM 1515
2. AROUND THE WORLD IN 80 DAYS—Sound Track . . . . Decca DL 9046
3. MY FAIR LADY—Original Cast . . . . Columbia OL 5090
4. A SWINGIN' AFFAIR—Frank Sinatra . . . . Capitol W 803
5. *FOUR BY PAT—Pat Boone . . . . Dot DEP 1057
6. BELAFONTE SINGS OF THE CARIBBEAN—Harry Belafonte . . . . RCA Victor LPM 1505
7. OKLAHOMA!—Sound Track . . . . Capitol SAO 595
8. WHERE ARE YOU?—Frank Sinatra . . . . Capitol W 855
9. THE EDDY DUCHIN STORY—Sound Track . . . . Decca DL 8289
10. THE PAJAMA GAME—Sound Track . . . . Columbia OL 5210
11. THE KING AND I—Original Cast . . . . Capitol W 740
12. LOVE IS THE THING—Nat King Cole . . . . Capitol W 824
13. FILM ENCORES—Mantovani . . . . London LL 1700
14. SONGS OF THE FABULOUS FIFTIES—Roger Williams . . . . Kapp KXL 5000

ATTENTION! You will note this chart has been extended to 25 places. The Pop Albums Coming Up Strong chart is being eliminated in order to feature more best-selling albums each week.

15. SONGS FOR SWINGIN' LOVERS—Frank Sinatra . Capitol W 653
16. **JUST FOR YOU—Elvis Presley . . . . RCA Victor EPA 4041
17. HYMNS—Tennessee Ernie Ford . . . . Capitol T 756
18. THIS IS NAT KING COLE . . . . Capitol T 870
19. CALYPSO—Harry Belafonte . . . . RCA Victor LPM 1248
20. ELVIS—Elvis Presley . . . . RCA Victor LPM 1382
21. WE GET LETTERS—Perry Como . . . . RCA Victor LPM 1463
22. MARVELOUS MILLER MOODS—Glenn Miller Army Air Force Band . . . . RCA Victor LPM 1494
23. DUKES OF DIXIELAND, Vol. 3 . . . . Audio Fidelity AFLP 1837
24. JAZZ GOES TO JR. COLLEGE—Dave Brubeck Quartet . . . . Columbia CL 1034
25. WONDERFUL, WONDERFUL—Johnny Mathis . . . . Columbia CL 1028

* Not available as a pop album. Available only on Dot DEP 1057

** Not available as a pop album. Available only on RCA Victor EPA 4041

• Most Played by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 21

Albums are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. A SWINGIN' AFFAIR—Frank Sinatra . . . . Capitol W 803
2. WONDERFUL, WONDERFUL—Johnny Mathis . . . . Columbia CL-1028
3. WE GET LETTERS—Perry Como . . . . RCA Victor LPM 1463
3. LOVE IS THE THING—Nat King Cole . . . . Capitol W 824
5. DANCE TO THE MUSIC OF LESTER LANIN . . . Epic LN 3340
6. LOVING YOU—Elvis Presley . . . . RCA Victor LPM 1515
7. AROUND THE WORLD IN 80 DAYS—Sound Track . . . . Decca DL 9046
8. SARAH VAUGHAN SINGS GEORGE GERSHWIN . . . . Mercury MGP-2-101
9. JACKIE GLEASON PRESENTS VELVET BRASS . Capitol W 859
10. FOR DANCERS ALSO—Les Elgart . . . . Col CL 1008

• Spotlight on Sound

THE MUSIC OF JOHANN STRAUSS (1-12")—Aimable and His Viennese Musettes; Coral CRL 57157

Here's a collection of favorite waltzes of the schmaltzy Strauss [illegible] done in an interesting instrumental voicing of accordion, glockenspiel etc. Recorded in Paris, this sound is exceptionally faithful and clean, and the broad range of highs and lows make a fine and [illegible] workout for any piece of equipment.

• Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Popular Album

ROGER WILLIAMS SONGS OF THE FABULOUS FORTIES (2-12")—Kapp KXL 5003
This can be a strong follow-up to Williams' best selling current "Fifties" entry. It's another dual LP job with de luxe folder type package. Chosen were 24 memorable tunes from the last decade and Williams plays them with the same smart pianistics and ork backing. Psychology of getting the complete group of "decade" sets can work in favor of sales and the package is good enough to sell strictly on its own merits. Jocks will push this, too.

Jazz Albums

SUCH SWEET THUNDER (1-12")—Duke Ellington Ork. Columbia CL 1033
The suite was written for the Shakespearean Festival, Stratford, Ontario, and contains 12 sketches, inspired by Shakespearean characters or scenes in the bard's plays. Ellington and co-composer Billy Strayhorn display imagination, humor, wit and charm not only in their orchestrations, but in the titles. Set could have wide appeal. The suite should rank as one of the composer's best works. Some of the titles are "Madness in Great Ones," "Lady Mac" and "The Star-Crossed Lovers." Good cover shot of Ellington.

JAZZ AT THE HOLLYWOOD BOWL (2-12")—Verve 8321-2
A must package for jazz lovers, which history will prove to be a collectors gem. Ella Fitzgerald, Louis Armstrong, Tatum, Peterson, Phillips, Jacquet, Eldridge, Ray Brown, Herb Ellis, Harry Edison and Buddy Rich are featured as jam groups, soloists, in trio, Ella and Louis in duet and a "Saints Go Marchin' In" finale. Repertoire will have wide appeal and concert flavor adds to the lure tremendously.

Jazz Special Merit Albums

THELONIOUS HIMSELF (1-12") — Thelonious Monk, piano solo. Riverside RLP 12-235
The highly individual jazz piano innovator graces a basically standard program with significant performances. Tho somewhat irregular in his approach to time and development of the material at hand, one is left with the impression that each selection has been fully and colorfully investigated. "Functional" and the now standard of Monk's repertoire, "Round About Midnight," are highlights. A must for modern jazz buyers.

A NIGHT AT THE FIVE SPOT (1-12")—Various Artists. Signal S 1204
A memorial concert, dedicated to the music of Charlie Parker, recorded "live" at the Five Spot in New York City. Blowing by Phil Woods, D. Jordan, C. Payne, F. Socolow is heatedly excellent; the rhythmic support, propulsive and inspiring. Set has relaxation, fire and flow that is seldom captured on record. Dealers should push this one. Modern buyer will find it of real interest.

Classical Albums

BEETHOVEN: SYMPH. NO. 3—("Eroica") The Cleveland Ork (Szell). Epic LC 3385
One of Szell's best efforts with the Cleveland Orchestra, in often-recorded but powerful repertory, is featured as Epic's classical "Hi-Fidelity Hit of the Month" at $2.98. Good recording makes the most of a vigorous performance in which the orchestra's precise attacks and responsive playing make the most of conductor's good form.

Classical Special Merit Albums

BEETHOVEN: VARIATIONS ON A THEME OF DIABELLI (1-12")—Leonard Shure, piano. Epic LC 3382
Shure remakes a monumental item he recorded for Vox during the shellac era. The one-time Schnabel pupil again demonstrates that he has the technical and intellectual equipment to plumb the depths of the music. Unfortunately, the artist has not been [illegible] active on the concert [illegible] and is relatively unknown. Dealers would do well to call this to the attention of the connoisseurs.

MUSIC OF SALAMONE ROSSI, HEBREO, OF MANTUA (1-12")—New York Pro Musica (Greenberg). Columbia ML 5204
Adventurous repertory in first disk devoted to vocal and instrumental music by contemporary of Monteverdi. Italian-Hebrew composer, musical innovator of his time, is represented by works set to religious texts in Hebrew, love lyrics in Italian. Excellent performances by specialists in this style.

Specialty Albums

THE FABULOUS GAY NINETIES (1-12")—Cherry Hill Songsters, Fred and Daisy, the Blue Diamond Quartet with New Bijou Gay Nineties Ork. Kapp KDL 7000
Fancy packaging. First, the appeal of the material itself, a flock of barbershoppers, minstrels, etc., singing and playing more than 50 of the pop tunes of the '90's, is bound to be strong, especially among older-timers. But book, containing lyrics for every tune on the inside the de luxe folding cover is a 12-page disk. Add to that the highly salable, colorful cover, and you get a hunk of product that should move well for a long haul. Especially good Christmas gift merchandise.

SONGS FOR A SMOKE FILLED ROOM (1-12")—Elsa Lanchester. Hi Fi 405
Posh sophisticated humor, rendered by a tres chic vet, in a package that could and should pack a wallop. All of the material is from Miss Lanchester's nitery act with witty hubby Charles Laughton introducing the tracks. Such gems as "Linda and Her Londonderry Air," "If You Peek in My Gazebo" and "When a Lady Has a Piazza" are delightfully saucy and very engaging. Superb cover art.

Religious Albums

HYMNS THAT LIVE (1-12")—George Wright. Hi Fi R 714
Wright's previous organ works have proven to be enormous successes and there's little question about this one. The combination of fine standard repertoire ("Rock of Ages," "The Old Rugged Cross," "Abide With Me"), sensitive performance on the Wurlitzer pipe organ and exceptional cover art will sell this on sight. Sales will be high during the Christmas season.

Sacred Album

JIMMY DEAN'S HOUR OF PRAYER (1-12")—Columbia CL 1025
The popular TV star presents a package that can have huge success. The familiar hymns are gracefully and attractively presented. He is supported by members of his TV cast. Highlights of the set are "Let the Lower Lights Be Burning," "Rock of Ages" and "Pass Me Not."

— Album Cover of the Week —

MOONDOG AND SUNCAT SUITES, M[illegible] F [illegible]. Mod[illegible] painting by Joan [illegible] an excellent work of art in [illegible]. Onlookers will find it alluring.

EXTRA PROFITS FOR YOU IN 45 ECONOMY PACKAGES FROM RCA VICTOR!

AVAILABLE ONLY ON 45 EP

(EPA-4095)

(EPA-4085)

(EPA-4039)

(EPA-4094)

(EPA-4097)

GREAT 45 EP SPECIALS

(EPA 1-1521)

(EPA 1, 2-2126)

(EPA 1-1418)

(EPA 1-1460)

(EPA-936)

Rack 'em up or stack 'em up, these traffic-building albums are ready to sell themselves! Attractively packaged, programmed to please, and priced to move fast in a fast-moving market, this rich assortment of 45 Economy Packages will ring up sweet music on your cash register. Order them now from your RCA Victor distributor!

The Billboard's Monthly Recap of BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

• Classical Albums (Over-all)

Albums are ranked in order of their national sales strength at the retail level as determined by surveys of top dealers in all key markets this month.

1. TCHAIKOVSKY: 1812 Overture; Capriccio Italien— Minneapolis Symphony (Dorati)....Mercury MG 50054
2. HI-FI FIEDLER: Suite From Le Coq D'Or (Rimsky-Korsakoff); Overture to "William Tell" (Rossini); Marche Slav (Tchaikovsky)—Boston Pops (Fiedler)....RCA Victor LM 2100
3. OVERTURE: Hollywood Bowl Symphony (Slatkin)....Capitol P 8380
4. TCHAIKOVSKY: Piano Concerto No. 1— Gilels, Chicago Symphony (Reiner)....RCA Victor LM 1969
5. BEETHOVEN: Symphonies Nos. 1 and 9— NBC Symphony Orch. (Toscanini)....RCA Victor LM 6009
6. RACHMANINOFF: Piano Concerto No. 2; Tchaikovsky: Romeo and Juliet Overture— Rubinstein, Chicago Symphony (Reiner); RCA Symphony (Wallenstein)....RCA Victor LM 2068
7. HOROWITZ IN RECITAL—Vladimir Horowitz, Piano....RCA Victor LM 1957
8. THE STRINGS OF THE PHILADELPHIA ORCHESTRA— The Philadelphia Orch. (Ormandy)....Columbia ML 5167
9. STRAUSS: Don Juan; Waltzes from "Der Rosenkavalier"; Till Eulenspiegel's Merry Pranks; Love Scene from "Feursnot"— The Philadelphia Orch. (Ormandy)....Columbia ML 5177
10. GROFE: Grand Canyon Suite; Copland: El Salon Mexico— Boston Pops (Fiedler)....RCA Victor LM 1928
11. RAVEL: Bolero; Rimsky-Korsakoff: Capriccio Espanol— Detroit Symphony (Paray)....Mercury MG 50020
12. BACH: Brandenburg Concerti Nos. 1-6— Munchinger, Stuttgart Chamber Orch....London LL 1457/8
13. TOSCANINI CONDUCTS— NBC Symphony Orch. (Toscanini)....RCA Victor LM 2056
14. STRAVINSKY: Firebird Suite; Tchaikovsky: Romeo and Juliet Overture— New York Philharmonic (Bernstein)....Columbia ML 5182
15. TCHAIKOVSKY: Nutcracker Suite; Charbrier: Espana— The Royal Philharmonic Orch. (Beecham)....Columbia ML 5171
16. MENOTTI: The Unicorn, the Gorgon and the Manticore— New York City Ballet (Schippers)....Angel 35437
17. THE FIVE BEETHOVEN CONCERTOS— Rubinstein, Symphony of the Air (Krips)....RCA Victor LM 6072
18. SYMPONIC DANCES— Hollywood Bowl Symphony Orch. (Slatkin)....Capitol P 8369
19. BETHOVEN: Symphony No. 3— Symphony of the Air (Markevitch)....Decca DL 9912
20. TCHAIKOVSKY: Violin Concerto in D Major; Bruch: Violin Concerto in G Minor— Grumiaux, Vienna Symphony Orch. (Lescovich)....Epic LC 3365

• Solo Instrumental

(CLASSICAL)

1. HOROWITZ IN RECITAL— Vladimir Horwitz, Piano.... RCA Victor LM 1957
2. FAVORITE CLASSICS FOR PIANO — Leonard Pennario, Piano....Capitol P 8312
3. MINIATURES—Nathan Milstein, Violin. .Capitol P 8339
4. DEBUSSY: 15 Piano Pieces— Walter Gieseking, Piano....Angel 35026
5. BEETHOVEN: Sonata in C Sharp Minor ("Moonlight"), Sonata in C ("Waldstein") — Vladimir Horowitz, Piano....RCA Victor LM 2009
6. MOZART—Wanda Landowski, Piano. .RCA Victor LM 6044
7. BACH'S ROYAL INSTRUMENT, Vol. III — E Power Briggs, Organ....Columbia ML 4500
8. ALBERT SCHWEITZER — Organ, Vol. I....Columbia ML 4600
9. MUSIC TO REMEMBER— Jose Iturbi, Piano....RCA Victor LM 1981
10. HOMAGE TO KREISLER— Alfredo Campoli, Violin....London LL 1171

• Jazz

1. MY FAIR LADY — Shelley Manne and His Friends....Contemporary C 3527
2. CONCERT BY THE SEA — Erroll Garner....Columbia CL 833
3. JAZZ IMPRESSIONS OF THE U. S. A.—Dave Brubeck....Columbia CL 984
4. ELLINGTON AT NEWPORT Duke Ellington....Columbia CL 934
5. LIL ABNER—Shelley Manne and His Friends....Contemporary C 3533
6. AMBASSADOR SATCH— Louis Armstrong....Columbia CL 840
7. KENTON WITH VOICES— Stan Kenton....Capitol T 810
8. DUKES OF DIXIELAND, VOL. 3....Audio Fidelity AFLP 1851
9. ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK....Verve MG V 4002-2
10. DUKES OF DIXIELAND, VOL. 1....Audio Fidelity AFLP 1823

• Pop Instrumental

1. FILM ENCORES—Mantovani....London LL 1700
2. JACKIE GLEASON PRESENTS VELVET BRASS....Capitol W 859
3. SONGS OF THE FABULOUS FIFTIES—Roger Williams....Kapp KXL 5000
4. ALMOST PARADISE—Roger Williams....KL 1063
5. IN LONDON IN LOVE— Norrie Paramour.....Capitol T 10025
6. MUSIC FOR THE LOVE HOURS—Jackie Gleason....Capitol W 816
7. DANCE TO THE MUSIC OF LESTER LANIN....Epic LN 3340
8. MUSIC FOR LOVERS ONLY —Jackie Gleason....Capitol W 475
9. ROGER WILLIAMS PLAYS BEAUTIFUL WALTZES....Kapp KL 1062
10. 'S WONDERFUL—Ray Conniff....Columbia CL 925

• Reviews and Ratings of New Popular Albums

BILLY ECKSTINE-SARAH VAUGHAN SING THE BEST OF IRVING BERLIN 87
(1-12")
Mercury MG 20316
Fans of the two artists will go for this set in a big way. Their styles of singing complement each other very well. Tasteful orking is by Hal Mooney. Berlin favorites include "You're Just in Love," "Cheek to Cheek" and "Always." Fine set could click in both pop and jazz marts. Attractive cover.

DANCE TILL DAWN 85
Howard Lanin Orch (1-12")
Decca DL 8612
"Must" merchandise here, especially for the carriage trade. Society band delivers another of those multi-tune programs, including show tunes, standards, brisk waltzes and a mambo. The tempos are uniformly fast. Recordings were made at a dance, and the audience can be felt in atmospheric recording. Should be shown to the forty-ish crowd.

MEET ME IN ST. LOUIS AND THE HARVEY GIRLS 82
Judy Garland (1-12")
Decca DL 8498
Sound tracks from two of Miss Garland's earlier films still retain their charm. Selections from the attractive scores include "The Trolley Song," "The Boy Next Door" and "On the Atchison, Topeka and the Santa Fe." Converted 12-inch set should appeal to the artist's fans.

ALL TIME TOP TWELVE (AS COMPILED BY THE BILLBOARD) 80
Ted Heath and His Music (1-12")
London LL 1718
British maestro Ted Heath has a lot of acceptance in the States. This fact, coupled with the choice of great tunes beautifully performed, augurs well for the package. Material was chosen by London after considerable research in files of The Billboard to determine songs most played. Performances are crisp, modern and are abetted by fine engineering. Tunes include "Begin the Beguine," "April in Paris," "Somebody Loves Me," etc.

THE GREAT JIMMY DORSEY 78
(1-12")
Decca DL 8609
Here's a group of a dozen perennial favorites from the Decca "J. D." catalog. Examples are "My Prayer," "Star Eyes," "I Understand," "I'm Glad There Is You," etc. Bob Eberly, Helen O'Connell and Kitty Kallen share in the vocals. Quality is not the greatest but in this case it makes little difference. Dorsey fans will eat this up and it should compete well with other Dorsey merchandise currently available.

FRENCH PASTRY 78
Eddie Barclay Orch (1-12")
Mercury MG 20265
The cover of the French maid, carrying a tray of tasty treats all good enough to eat, can sell this one alone. Inside, Barclay's ork lives up to the billing in a series of light mood tunes, mostly with a gentle but noticeable enough beat for dancing as well as listening. Sound is particularly good. Worth programming by jocks and a few copies in browsers can cause a lot of interest.

THE ROARING TWENTIES IN HI-FI 76
Lionel Newman Orch (1-12")
Liberty LRP 3058
Title might lead one to expect another multitune melange, which this isn't. It includes 12 tunes by DeSylva, Brown and Henderson, which were the big hits of, and perfectly portray, the era. Arrangements by Billy May have the flavor and yet are smartly modern and danceable. Very well recorded, and can sell if shown for what it actually is.

JONI JAMES SINGS SONGS BY JEROME KERN AND HARRY WARREN 76
(1-12")
M-G-M E 3533
Pleasant thrushing by Miss James on a listenable selection of evergreens by the two composers. Orking is by David Terry. Jocks will probably feature the set. Numbers include "Long Ago and Far Away," "I Only Have Eyes for You" and "All the Things You Are."

THEY SING—THEY SWING 75
The Del Vikings (1-12")
Mercury MG 20314
The successful singles sellers have their first album with several unexpected ballad offerings like "White Cliffs of Dover," and "My Foolish Heart," sung in a fairly smooth, ungimmicked style with solo leads. On the other hand, there's another called "Down in Bermuda," which swings in the familiar style and would make a fine single itself. Good pacing of material here and good performances. A ready seller to the followers.

GO GO GO 75
Alan Freed's TV Record Hop (1-12")
Coral 57177
The appeal here is very simple. It's the big beat and the all-instrumental album of original jumping, big beat tunes should appeal to the dance-adolescent crowd. With the new Freed movie, "Mr. Rock and Roll," about to be released, this can enjoy extra counter interest. Cover is a multi-colored "crazy" cartoon which is calculated to catch a teen-age eye. Depending on clientele, a dealer can do very well with this.

SONGS OF THE GREAT WHITE WAY 74
Vivian Blaine (1-12")
Mercury MG 20234
Fine mood set by the versatile artist can have appeal with the mature buyer. The package is also a fine deejay item. The numbers are from hit Broadway shows and include "They Say It's Wonderful," "But Not for Me" and "If I Were a Bell." The listenable album could go well for the "Guys and Dolls" star.

HARRY MARSHARD ORCH 74
(1-12")
Unicorn UNLP 1049
A well-made package of society dance music, covering a broad range of standard material. Twenty-three tunes in all, as "Zing Went the Strings of My Heart," "Bahamara," etc. The bands contain pieces presumably typical of different resort areas, as Cape Cod, Palm Beach, the Bahamas, etc. There are vocals by Bill Dodley. Album contains a lot for the money, and good society packages have sold well.

THE THOMPSON TOUCH 72
Bill Thompson Singers (1-12")
Verve MGV 2062
Exceptionally smooth treatments of a capella and accompanied singing that provide easy listening. Jazz group composed of Oscar Peterson, Barney Kessel, Ray Brown and Stan Levey accompany very subtly, while the vocal settings are lush and delivered with great presence. "Heat Wave" is a good demo track.

TWO TICKETS TO ROME 72
Richard Hayman Orch. (1-12")
Mercury MG 20235
Lush settings of an attractive assortment of themes, ranging from pop thru classical, make a very listenable package. The LP could have wide appeal if shown. Numbers include "Musetta's Waltz," "Autumn in Rome" and "Love Theme from 'La Strada'."

MUSIC FOR POOPED PEOPLE 72
Eddie Kay Octet (1-12")
Mercury MG 20728
Slow tempos and lush settings provide a relaxed mood. Set could find favor with jocks as a new mood set. The numbers include "St. Louis Blues," "Song of India" and "Sweet Sue." Cute cover idea.

ESSENCE OF ROMANCE 71
Spencer-Hagen Orch. (1-12")
Liberty LRP 3063
This set is keyed even closer to the romance angle than the average mood set, with a lush Polynesian type admiring herself in the mirror on the cover and material inside under such titles as "White Shoulders," "Surrender," "Night of Delight," to whet the appetite. Notes go a little far in setting the mood but the ork itself has a rich, clean, well-arranged and recorded sound which makes the group of original tunes quite salable. Nice jock bands here, too.

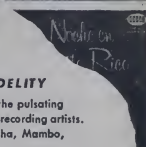
MMMMM, MYRNA 70
Myrna Fox (1-12")
Liberty LRP 3050
Sultry thrushing by Miss Fox on a variety of themes in a very listenable package. Monty Kelly's ork provides fine support. Numbers include "You Don't Know What Love Is," "It's Love" and "Written in the Stars." Set could click with jocks. Attractive cover shot of the artist.

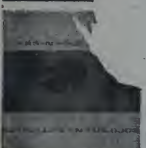
MARLENE DIETRICH 70
(1-12")
Decca DL 8465
The glamor associated with Marlene still registers in the grooves. These songs are standards—songs of the war, like "Lili Marlene," ranging to Cole Porter material as "You Do Something to Me." The sides contain orchestral backings by Victor Young, Gordon Jenkins and Charles Magnante. Cover art will help. Moderate potential.

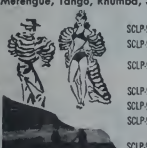
ONLY FOR YOU 70
Alberto and His Orch. (1-12")
Mercury MG 20284
Tho the name is Latin, it's slightly misleading, inasmuch as this is strictly mood fare for l'amour, of a very poppish nature. Included in the fairly commercial selection are "Polka Dots and Moonbeams," "It Could Happen to You," etc. Cover of couple dining in candlelight is worth a try on the display case.

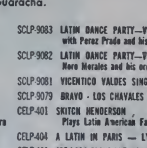
SONG OF THE GOLDEN WEST 69
Cyril Stapleton Orch. (1-12")
London LL 1723
Lush instrumental arrangements of

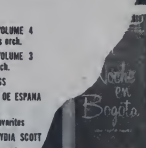
(Continued on page 36)

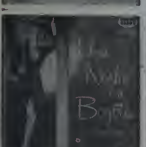


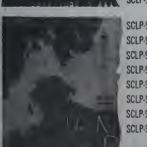












SEECO

FIRST IN LATIN-AMERICAN RECORDINGS

AUTHENTIC RECORDINGS • TOP ARTISTS • HIGH FIDELITY

SEECO, the greatest name in Latin American recordings brings you all of the excitement, the pulsating rhythms of authentic Latin American dance music as performed by a host of top Latin American recording artists.

DISTRIBUTORS: Get these fast selling high fidelity recordings including . . . Cha Cha Cha, Mambo, Merengue, Tango, Rhumba, Samba, Bolero, Baion and Guaracha.

SCLP-9108 "EL DISCO DE ORO"
SCLP-9107 "ORQUESTA AMERICA DEL '55" Invites You to Dance
SCLP-9106 "CORTIJO Y SU CONJUNTO" Invites You to Dance
SCLP-9105 "LATIN MEMENTOS"
SCLP-9104 THAT LATIN BEAT
SCLP-9103 VICENTICO VALDES & His Orchestra For Listening and Dancing
SCLP-9101 CUBA'S QUEEN OF RHYHYM Celia Cruz
SCLP-9099 "FIESTA DE TOROS" IN SPAIN
SCLP-9098 A VISIT TO BRAZIL
SCLP-9097 A VISIT TO ARGENTINA
SCLP-9096 LET'S DANCE THE CHA-CHA-CHA
SCLP-9095 OLE! LOLA FLORES
SCLP-9094 CHRISTMAS MELODIES
SCLP-9092 ONE NIGHT IN PARIS
SCLP-9091 ONE NIGHT IN THE DOMINICAN REPUBLIC
SCLP-9090 ONE NIGHT IN BOGOTA
SCLP-9089 ONE NIGHT IN LISBON
SCLP-9087 MIGUELITO VALDES SINGS
SCLP-9086 LET'S DANCE THE MERENGUE—VOL. 2
SCLP-9084 LATIN DANCE PARTY—VOLUME 5 with Pupi Campo and his Orch.
SCLP-9083 LATIN DANCE PARTY—VOLUME 4 with Perez Prado and his orch.
SCLP-9082 LATIN DANCE PARTY—VOLUME 3 Noro Morales and his orch.
SCLP-9081 VICENTICO VALDES SINGS
SCLP-9079 BRAVO - LOS CHAVALES DE ESPAÑA
CELP-401 SKITCH HENDERSON Plays Latin American Favorites
CELP-404 A LATIN IN PARIS — LYDIA SCOTT
CELP-406 JOE LOCO PLAYS THE CLASSICS
CELP-407 MARGARITA SIERRA "SPARKLING SENORITA FROM SPAIN"

Send for complete catalog too

ALL 12" LP - HIGH FIDELITY LIST PRICE $3.98

SEECO RECORDS, INC. 39 WEST 60th STREET, NEW YORK 23, N. Y.

THE

BIG

VERSION IS BY

ELVIS

"HAVE I TOLD YOU LATELY THAT I LOVE YOU?"

In RCA Victor's Fast-Selling 45 Economy Package EPA-4041

plus

"I NEED YOU SO"—"BLUEBERRY HILL"—"IS IT SO STRANGE"

RCA VICTOR

TM(R)(W) RADIO CORPORATION OF AMERICA

DUOTONE ROCKS NEEDLE INDUSTRY

DUOTONE *introduces needle that remembers*

A revolutionary new development in needles—from the Company that introduced the first commercial Diamond Needle. Now the amazing needle that remembers.

With all these features:

Automatic reminder service that makes all other needles old fashioned.

Eliminates time-consuming cross-checking to find customer's needle number.

You sell the first needle—we sell the second one *for you*.

Ask your representative about this new development in needles. The Duotone "Needles That Remember"—and about the special, free promotion kit.

MAKES ALL OTHER NEEDLES OLD FASHIONED

NO MORE HUNTING FOR NEEDLE NUMBER

YOU SELL FIRST ONE, WE SELL SECOND FOR YOU

FIRST OF 2 ANNOUNCEMENTS THAT WILL ROCK THE NEEDLE BUSINESS

TO BE BACKED BY FULL PAGES IN NEW YORKER, SCHWANN'S, SATURDAY REVIEW, SPORTS ILLUSTRATED, T-V GUIDE AND HIGH FIDELITY

ANOTHER FIRST FOR **DUOTONE** INC · Keyport, N. J.

ORIGINATOR OF THE FIRST COMMERCIAL DIAMOND NEEDLE

IN CANADA: Charles W. Pointon, Ltd.

Ask for free promotion kit

• Reviews and Ratings of New Popular Albums

• Continued from page 32

great standards, including "Indian Summer," "Home on the Range," "Red River Valley," etc. Stapleton's performances have been well-recorded and engineered, and the surfaces are extremely glossy. Modest potential, in view of much competitive material on the market.

SINGIN' TO MY BABY 68
Eddie Cochran (1-12")
Liberty LRP 3061
Heaviest demands will probably come from teen buyers. The album contains the artist's best-seller, "Sittin' in the Balcony," and other tunes already available as singles in addition to "Tell Me Why," "Have I Told You Lately That I Love You," etc.

A HI-FI SALUTE TO THE GREAT ONES 68
LeRoy Holmes Orch. (1-12) (Vol. 2)
M-G-M E 3554
Holmes and an acceptable but uninspiring rehash of some of the better known classics of such swing era outfits as Will Bradley, Jan Savitt, Larry Clinton, Andy Kirk, Earl Hines, Glen Gray and editions of that day of the bands of Barnett, Ellington, Basie, etc. Much of the material is available in more up-to-date cuttings by the originators. Limited sales potential only on this one.

DYNAMIC DANCE RHYTHMS ... 68
Cecil Lloyd (1-10")
Tower Hill THLP 100
Tho this set may have some appeal to buyers of dance music, as a 10-inch LP it may be difficult to move. Pianist Lloyd attractively presents a variety of tempos—mambos, calypso and fox trots. Vocals are by Roy Shurland. Selections include "That Old Black Magic," "Caravan" and "Makin' Whoopee."

Announcing the

STERE-O-CRAFT BRAND

GALLERY OF EIGHT EXCITING NEW STEREO TAPE HITS

Exciting jazz selections by the greatest jazz harpist in America. TN 100. $10.95

Piano selections by the brightest star on the modern jazz horizon! TN 104. $10.95

ADELE GIRARD "Jazz on Harp" DAVE MACKAY "Plays Progressive"

BRILLIANT STEREOPHONIC REPRODUCTIONS!

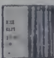
Popular vocalist singing a group of old standards. TN 101. $10.95

Original member of the Mound City Blue Blowers. 'Nuff said! TN 105. $10.95

DICK TODD "Sings in Stereo" PEE WEE RUSSELL "Pee Wee Plays"

ATTRACTIVE FOUR COLOR PACKAGES!

Chicago style jazz by the musicians who made it famous. TN 102. $10.95



New arrangements for some "hot and cool" favorites. TN 106. $10.95

JOE MARSALA "Chicago Jazz" DICK CARY "Hot and Cool"

PROMOTION-ADVERTISING PROGRAMS!

Presenting the famous originator of the Austin High School gang, himself! TN 103. $10.95

Drums like nobody's business! Played by one of the greats in jazz. TN 107. $10.95

BUD FREEMAN "The Bud Freeman Group" GEORGE WETTLING "And His Windy City Seven"

EXCLUSIVE DISTRIBUTORSHIPS AVAILABLE

Ask your dealer or write direct

AVAILABLE STACKED OR STAGGERED

Stere-O-Craft
1650 Broadway, New York 19, N. Y.
Gentlemen:
Please send me full information on your Stere-O-Craft releases and place my name on your regular dealer catalog mailing list.
Name ....
Address ....
City .... Zone .... State ....

quality STERE-O-CRAFT brand

DIVISION OF CRAFT RECORDING CORP. • 1650 BROADWAY, NEW YORK 19, N. Y.

International

THE MUSIC OF JOHANN STRAUSS 78
Aimable and His Viennese Musettes (1-12")
Coral CRL 57157
This is an entirely listenable and even danceable selection of vignettes in three-quarter time from the Strauss catalog. Instrumentation features accordion and glockenspiel with others identified with the Bavarian school. Familiar material in a new voicing particularly well recorded makes for a very pleasant package. Attractive cover too.

RENDEZVOUS AVEC LIANE 71
Liane With Bohemian Bar Trio & Ork (1-12")
Vanguard VRS 9012
Another pleasant package by the Continental thrush and the atmospheric trio from Vienna. Tunes here are all French, which Liane chants like a native. No mass sale foreseen, but shops catering to the "smart set" can move some.

CHEZ PATACHOU 71
(1-12")
Columbia CL 1009
The French artist is known to American audiences thru TV appearances and nitery engagements. Greatest appeal of the set will probably be for those who have seen the chanteuse in action. Her warm, intimate style might attract coin, if the package is pushed. Highlight of the set is a fine warble of "Hey There." All of the lyrics are in French.

MUSIC FOR HAPPY OCCASIONS 70
Paul Pincus Orch (1-12")
Mercury MG 20202
The spirited set is a happy interpretation of Eastern European melodies. The festive folk numbers are very danceable and include "Russian Sher," "Hora" and "Freilach." Prime appeal will probably be in Jewish neighborhoods.

Latin American

"ORQUESTA AMERICA DEL 85" INVITES YOU TO DANCE! 83
(1-12")
Seeco SCLP 9107
Set is similar to recently released "Heart of Havana" LP on RCA Victor. Cha cha stylings are in the best native Cuban idiom, with fiddles and flute, plus colorful group chanting. Very easy to dance to, and should be recommended.

CALYPSO DANCE 77
Joe Loco Band (1-12")
Mercury MG 20302
Good beat based on line rhythm section plus live recording help make this one of Loco's most successful efforts. Variety of tempos maintains interest thruout session. Interesting segment works boogie into "La Bomba." Recommended for dancing or listening.

TANGOS IN HI-FI 73
Boris Sarbek Ork (1-12")
Columbia CL 1029
Lush settings of tango rhythms could score with dance buyers. The attractively presented selections include "Mandolin Tango," "Freddy" and "Elephant Tango." Set could also have pop listener appeal.

EL DISCO DE ORO (THE GOLDEN RECORD) 70
Various Artists (1-12")
Seeco SCLP 9108
Here are 12 of the big names in the Seeco catalog doing some of their biggest hits—some of quite recent vintage. Set is more for listening than dancing, and best sales will be among transplanted Latins and Latinophiles. Artists include Leo Marini, Bobby Capo, Sesar Concepcion, Joe Valle, Celia Cruz, Lola Flores, etc. For Latin sabes.

CORTIJO Y SU CONJUNTO (INVITES YOU TO DANCE) 67
Seeco SCLP 9106
Despite the blonde on the cover this one is strictly for the Puerto Rican trade. Numbers are all plenas—the native dance, and while they make pleasant listening, it's a far-fetched item for the average dealer.

MARGARITA SIERRA 65
(1-12")
Seeco CELP 407
Nitery thrush, from Old Spain has appeared here in several New York and Miami smart spots, and disk may have some cafe society appeal in those centers. Elsewhere, it's a most unlikely item. The sex on the cover doesn't come across on the disk itself, and the flamenco stylings are strictly pseudo, if that.

Semi-Classical

GERSHWIN: CONCERTO IN F & RHAPSODY IN BLUE 85
Eugene List, piano. Eastman Rochester Symph. Ork (Hanson) (1-12")
Mercury MG 50138
Classical values, rather than jazz content, are emphasized in these clean, well-played renditions of two Gershwin favorites. Fine recording and high technical standards should elevate this toward the more popular issues of these perennial sellers.

CONCERTO—MUSIC OF LOVE AND PASSION FOR THE GREAT CONCERTOS 78
Various Artists (H. Swoboda) (1-12")
Concert Hall H 1510
Excerpts from five of the most marketable piano concertos of great romanticists, Tchaikovsky (No. 1), Rachmaninoff (No. 2), Liszt (No. 1), MacDowell (No. 2), and Grieg. Satisfactory performances by pianists Newton-Wood, Johannesen, Entremont and Jenner will have difficulty cracking thru due to lack of name power and mediocre cover idea.

LATIN MEMENTOS .. 70
Arturo Chaite Orch (1-12")
Seeco SCLP 9105
Popular Latin-flavored classics and salon pieces, played by competent ork and quite well recorded. As such, it's for the pop concert and background music fanciers. Includes such as "Malaguena," "Jalousie," Albeniz' Tangos, Ravel's "Bolero," etc. Many jocks will find this useful.

Children's

PETER & THE WOLF-SORCERER'S APPRENTICE 82
Disneyland WDL 3018 (1-12")
Sound track of the Disney musical feature, narrated by Sterling Holloway is a delight, and via its TV showing recently, should attract substantial dealer attention. Dukas' "Sorcerer's Apprentice" with Stokowski conducting is taken from the fabulous "Fantasia" and offers additional lure. Cartoon cover art is visually superb.

HAPPY INSTRUMENTS 80
George Kleinsinger & Paul Tripp (1-12")
Columbia CL 1026
Charming, original stories and songs that sharpen awareness of instruments. Effort is not nearly as self-conscious as most other similar productions. Writers are those responsible for "Tubby the Tuba," "Celeste," etc., a fact which can be used to push sales. Can be a good gift item if pushed among quality-conscious parents.

Sacred

THE MORMON TABERNACLE CHOIR OF SALT LAKE CITY 80
(1-12")
Columbia ML 5203
The famous Mormon choir, 30-year veterans of CBS radio, have their third album of sacred music on the label. In this group are selections from oratorios by Bach, Dvorak, Handel and Elgar plus other single anthems. None of these would qualify as best-known types, but all are good showcases for the massed group of 350 voices. Name is widely known and should be a powerful, long-pull draw.

Specialty

EDDIE "THE OLD PHILOSOPHER" LAWRENCE 77
(1-12")
Coral CRL 57155
Lots of laughs here. Not only that, but considerable satire and pathos in the various monologs and take-offs on "The Old Philosopher." Pieces include "The Old Philosopher on the Range," "The Old Philosopher at Home," etc. Sides are well-produced, with orchestral and choral sound effects and backgrounds. Will enliven deejay programs for adult audiences.

Country & Western

AUTHENTIC SQUARE DANCES 73
Bill Wimberly Orch. (1-12")
Mercury MG 20262
Title describes this one. Material is indeed authentic, including "Chicken Reel," "Ragtime Annie," "Arkansas Traveler," etc. Wimberly ork plays with spirit, and typical instrumentation. No calls, all music. Very suitable for parties where one of the folks can act as caller.

Rhythm & Blues

DINAH WASHINGTON SINGS THE BEST IN BLUES 78
(1-12")
Mercury MG 20247
These are old tracks of Miss Washington taken from as long as 10 years ago in her earlier "Queen of the Blues" era. Tho the sound doesn't measure up to current standards, the material is a bonanza for collectors. Such items as "TV Is the Thing," "Trouble in Mind," "Evil Gal Blues," are included. Nothing old-style about the packaging here with a cover shot of the gal that hits the eye. With blues fans this can be solid merchandise.

Folk

BLIND LEMON 75
Blind Lemon Jefferson (1-12")
Riverside RLP 12-125
A spate of fine blues packages have hit the market lately, offering different types. This is one of the most interesting—primitive folk blues, by one of the legendary shouters. Material is fascinating, dealing with railroads, wild women, etc., and including such salty sides as "Peach Orchard Mama." A few have piano accompaniment, most have Lemon's guitar. For specialty shops, also to be included in displays of recent blues releases, etc.

FLAMENCO CARNIVAL 71
Pedro De Linares (1-12")
Mercury 20181
Soloist both sings and plays guitar competently, but falls short of the virtuosity and excitement to be found in other diskings. Program recorded in Barcelona includes many of the traditional Flamenco categories. Jacket carries splendid photo on front, and translations on back.

SONGS OF ISRAEL .. 70
Hillel and Aviva (1-12")
Concert Hall H-1511
Well-known performers of Israeli songs in generous program of 2? numbers, mainly love songs and shepherd's songs. Singers also perform on shepherd's pipe and drums, lending additional color to already exotic, vital stylings of interesting material.

(Continued on page 62)

"The Dynamic Miss Douglas"
RKO-Unique Album LP *114
NORMA DOUGLAS
Exclusive Recording Artist
RKO UNIQUE

Authentic High Fidelity

Fidelitone Console by Voice of Music

Audio Books Sell!
Just So Stories by Rudyard Kipling, read by Gene Lockhart. 12 immortal tales for children. Five 16 rpm records $5.95 list
Three Series: Religious, Great Literature, Children's Stories • • Send for Catalog
AUDIO BOOK COMPANY
St. Joseph, Michigan

THE MOST SENSATIONAL COLLECTION OF "OLDIES" RECORDED IN ANY ONE ALBUM
BILL HALEY and His Comets
"ROCKIN' THE OLDIES"
Decca DL 8569

RECORD DISPLAY RACKS
Rack jobbers, music, drug, grocery and variety stores. BEAUTIFUL CADMIUM PLATED, LIGHTWEIGHT COLLAPSIBLE STEEL RACKS. Sizes up to 400-record capacity. ½ THE PRICE, ½ THE FLOOR SPACE of wood or fiberboard racks.
Box 86, Bloomfield Hills, Michigan.

KATHY BARR

"A GREAT NEW PERSONALITY"

makes her Disc Debut with 2 Terrific Sides

WELCOME MAT

with orchestra under the direction of Jerry Fielding

A SLIP OF THE LIP

with orchestra and chorus under the direction of Jerry Fielding

47/20-7036

• Reviews and Ratings of New Jazz Albums

JAZZ OMNIBUS 85
Various Artists (1-12")
Columbia CL 1020
A cross-section of jazz styles brought to life by major Columbia jazz artists. Indicative of steady growth of this company's jazz catalog, set is production, i.e., Condon—"Original Dixieland One Step," Byrd-Cryce—"Smoke Signal," Miles Davis—"Bode," etc., and should be instructive in jazz mirrors and interesting to those with well-developed interest as well. Jazz buyer gets a good run for his money here.

FIRST PLACE 84
J. J. Johnson (1-12")
Columbia CL 1030
"First Place" refers to the trombone's ascendance to the top rung of many recent jazz polls. In this new package, he adds more fleeting to the ranks. On these dates, contrary to previous ones, there's more free improvising and swinging blowing which is all to the good. Group also includes Max Roach, drums; Paul Chambers, Ben, and Tommy Flanagan, piano. An impressively sample cover plus strong content are more than enough to make this a strong buy.

NORMAN GRANZ' JAM SESSION NO. 9 83
(1-12")
Verve MGV 8196
One of the best packages released yet in this series, with the mainstays of the label holding forth on a swinger, "Lullaby in Rhythm" and the blues "Funky Blues" in works. Eldridge, Philips, Harris, Ellis, Grimes, Farmer, DeFranco, Sullivan and Brown play like the glory they are. Moderns will dig the spirited track, while old-timers are sure to go for "Funky," which has a stately swing quality about it.

JAZZ'N RAZZ MA TAZZ 83
George's Variety Five (1-12")
Hi Fi 5 805
Apt description of this is found in the title. Pepper sax is traditionally strafed, with Hill lungs sure to be entertained via the musically good sound. "Digs Digs Do," "Turkish Towel" and "Frankie Dawes the Old Green River" are some of the gems. Material is well explored via a sizzling cover.

IF THIS AIN'T THE BLUES 80
Jimmy Rushing Band (1-12)
Vanguard VRS 8113
A package by one of the great singers in the Kansas City tradition. Album should be stocked by all outlets with a jazz clientele. Salve will be good, as with previous Rushing wax. Backing is with top jazz instrumentalists, including Emmett Berry, Vic Dickenson, Jo Jones, Buddy Tate, and Tommy Bushkin. "Oh, Lordy," "Mr. Blues," "Sometimes I Think I Die," etc., Rare-delicacies notes by B B Bennett.

RITUAL 79
The Jam Messengers (1-12")
Pacific Jazz LP-62
An significant set for this label and a notable sonorosity. Sal Salvador Art Blakey and his well-known sound, with Jackie McLean, Bill Hardman, Sam Dockery, and Spanky DeBrest. Label is leveling fresh product and goes on the payload, so this has a chance to emerge despite much wax by the group on other labels.

CHI BRUV'S BACK 79
Cecil Taylor's Big Band (1-12")
Argo LP 614
Priceless big band disk made in Chicago by series Herman vets, plus talented cohorts. Soloists include Bill Harris, Cy Touff, Ronnie Ross, saxman Von Price and a highly-rated Sonny Morgan. Big Ben Webster is accompanied by Berle—modern, but swinging and scintillating. Should be a boon to jazz and band buyers. Several shorter numbers are also in order.

BUCKIN' THE BLUES 78
Bob Charlotte Septet (1-12")
Vanguard VRS 8114
Jo Jim Jones-powered swing package. Distinction here lies in obvious authenticity—Jones, Charlotte, E. Wilcox, V. Dickenson, H. Jones, K. Burrell, etc. Tilts the set at times on modern styles and others, fans tend to favor the more swing gaiety of trumpeter Charlotte and trombonist Dickenson. Both are in excellent form here. Should do well with fans who like traditional and swing sets.

TENORS HEADON 77
Bill Perkins, Richie Kamuca (1-12")
Liberty 3001
Good set featuring two of the brighter young tenor stars, plus Pete Jolly, R. Mitchell and R. Lewis. The style is basically that of Lester Young, but the boys stimulate each other to some fresh expectation. Try "Cotton Tail" which is credited to wonder-composer and publisher, as are "I Want a Little Girl" and "Indian Summer" also, on the very carefully detailed program lining.

THIS IS NEW 76
Kenny Drew Quintet/Quintet (1-12")
Riverside RLP 12-236
Straight ahead modern blowing, by Drew, D. Byrd, H. Mobley, etc., that is impressive for fidelity and lavish flow. Pianist Drew plays a inventively and with strong rhythmic thrust, but Byrd's trumpet, Byrd will at the superlative level, and entity fine blowing here with numerous modern flavors.

SULTRY SERENADE 75
Herbie Mann
Riverside RLP 12-235
A softly swinging set by the modern sax that should find wide appeal with customers on and off the jazz side. Mann is heard in arrangements that, are fine and his clarinet gently pronounced. For romantic promotions and quiet and beautiful mood that is emphasized here, plus successful performance, as well, the listeners, i.e. U. Green, O. Pettiford, J. Paine, etc., will help sell.

THE JAZZ PICKERS 74
(1-12")
Mercury MG 20111
Modern jazz in a soft spoken manner. The artists play it with a cling-a-ling, easy and tasty rhythm. Yardbird Suite" Leadership of Harry Bahlman and Pallid Bolden Collins are standouts in their solo choices. Considering the surprise and appreciation audience the Chuck Hutchinson group has found for its work, two West Coast cuts, which is followed along similar lines, should have good sales potential.

JIMMY RANEY VISITS PARIS 74
(1-12")
Dawn DLP 1120
A notable showcase for one of modern jazz's best guitarists. Raney, as usual, plays with fluent, swaying long, well integrated lines in cuts that are equally vital on both melodic and rhythmic levels. His frequent colleagues in the small band setting, are comprising, of a little get-acquainted Belgian interim Bibo Jasper and French pianist Maurice Vandair show to good advantage. Try "Cherokee" as demo band.

DIXIE BY THE 73
(1-12")
Que JLS 500
Roughly brass Dixie but sufficient flavor that many will enjoy the Original music with Hot nasal tone, time feel and licks, i.e. "Sez Who Blues," "Buddy Bolden Blues." Clarinet buzz will go for this, as will the flavor of real product. Good mixing and "name" value of such as Tom Parenti, Danny Barker, etc., should help sell it.

AN ANTHOLOGY OF CALIF. MUSIC VOL. 3 70
(1-12")
Jazz Westcoast 12-3
A collection of previously unreleased tracks by many of the finest blowers of Coast jazz, including Art Pepper, Jim Hall, Zoot Sims, Bob Brookmeyer, Bud Shank and Shelly Manne. Hall's guitar work is particularly pleasing, as is Pepper's brand of silky wailing. Not too much outstanding here, but the assort may help it sell.

BRIGHT FLIGHT 70
Russell Bright, piano (1-12")
Vanguard VRS 8112
An appealing piano sessions. Bright shows good modern sensitivity, and a touch that brings out the full sound of his instrument. Approach to improvisation is colored with Oscar Peterson touches, but Bright's own musical personality is ever a dominant. Pianists should be derived from set by wide sampling of lush ballades and fringe accented tidbits.

(Continued on page 40)

DEALERS STOCK THIS YEAR-TO-YEAR PROFIT-MAKER NOW!!

3.98

12" LP Album at . . .

ZODIAC #1375

on album that will . . .

SELL AND SELL

"WORDS & MUSIC OF LOVE"

WORDS SPOKEN BY TONY MARVIN

ORGAN MUSIC PLAYED BY LEE ERWIN

The romantic voice of Tony Marvin reading poetry to the distinctive background music of Lee Erwin, recreating the style long associated with the Midnight radio program from WLW in Cincinnati.

"MOON RIVER"

Zodiac RECORDS 501 Madison Ave., N.Y., N.Y. PL 5-2977

coming up strong!

A GREAT NEW SONG FROM A GREAT NEW MOTION PICTURE

NAT 'KING' COLE

with Johnny Green Conducting the M-G-M Studio Orchestra

sings THE SONG OF

RAINTREE COUNTY

from the M-G-M Motion Picture "Raintree County"

record no. 3782

• Reviews and Ratings of New Classical Albums

RACHMANINOFF: SYMPH NO. 3 (1-12")—Detroit Symph. Ork (Paray). Mercury MG 50142 77
Newly released competitive disking will tend to divide potential market for this. Present reading is good but not definitive; however, lively sound will help maintain interest. Wide appeal of Rachmaninoff's romantic symphony can easily accommodate several interpretations.

MAHLER: DAS LIED VON DER ERDE & LIEDER EINES FAHRENDEN GESELLEN (2-12")—Nan Merriman, mezzo soprano; Ernst Haefliger, tenor; Concertgebouw Ork of Amsterdam (Van Beinum). Epic SC 6023 74
Sensitive, moving performance of Mahler's "Symphony of Songs" owes much to Van Beinum's contribution. Miss Merriman's accomplished singing stresses intensely felt poetic content. Recording is superb—an important factor in competing with earlier authoritative Ferrier-Walter recording. Good choice for coupling.

HAYDN: SYMPH. NO. 96; MOZART: SYMPH. IN D MAJOR "HAFFNER" (1-12")—Detroit Symph Ork (Paray). Mercury MG 50129 74
There are several versions on the market that excel in Mozart's "Haffner" symphony. For Haydn's "Miracle" symphony there is less competition, altho the Paray reading has been equaled, at least. Good recording of present album, however, compensates for interpretations on the heavy-handed side.

PUCCINI: MANON LESCAUT (ORCHESTRAL SUITE)—Rome Festival Ork (Rossellini). Que CLS 2002 73
Bright new art work will draw buyers to re-issue of opera sans-singing. This is the only version in this form, so far, of Puccini's melodic work. Dealers can sell package easily by suggestion to buyers of similar merchandise.

BARTOK: VIOLIN CONCERTO (1-12")—Yehudi Menuhin, violin, Minneapolis Symph. Ork (Dorati). Mercury MG 50140 73
A contemporary masterpiece in its entirety played with great flair and authority by soloist and conductor alike. Menuhin's now unavailable earlier performance need not be lamented since balance, playing, accompaniment and recording have all been bettered. Uncompromising music will not appeal to all buyers, but Bartok's substantial following will respond.

PUCCINI: TOSCA (ORCHESTRAL VERSION) (1-12")—Rome Festival Ork (Argento). Que CLS 2004 70
Successful format of opera without vocals is in favor of this release. Kostelanetz competition is imposing, however, and Rome recording lacks hi-fi excitement. New issue of former Kingsway catalog boasts attractive cover that warrants attention.

HINDEMITH: SYMPH. IN B FLAT; SCHOENBERG: THEME AND VARIATIONS; STRAVINSKY: SYMPHONIES FOR WIND INSTRUMENTS (1-12")—Eastman Wind Ensemble (Fennell). Mercury MG 50143 69
Excellent recording by large symphonic wind ensemble displays high standards of performance. Hindemith's and Schoenberg's compositions receive their disk debuts here, and Stravinsky opus has been done only once before. All three works are adroitly written, but could hardly qualify as popular compositions. Album will attract modernists and hi-fi fraternity.

MOZART: FOUR QUARTETS FOR FLUTE AND STRINGS (1-12")—P. Birkelund, flute; A. Karecki, violin; H. H. Andersen, viola; A. Petersen, cello. Vanguard VRS 1006 69
Some of Mozart's most engaging compositions in a less serious vein, but containing passages of rare beauty. Danish recording is second recent release covering all four works, but can capture its share of a market that is fairly broad by chamber-music standards. Nicely recorded.

TCHAIKOVSKY: AURORA'S WEDDING (1-12")—The Ballets Russes Ork (Horvath). Concert Hall XH 1504 68
De luxe presentation of extract from "Sleeping Beauty" is calculated to tempt ballet audience. Attractive cover, bound-in pamphlet, stress choreographic interest. Actual performance is rather indifferent with respect to recording, playing and interpretation, approximating version that might be heard in orchestra pit.

COUPERIN: L'APOTHEOSE DE LULLY; CORRETTE: CONCERTO IN G MAJOR (1-12")—Hewitt Chamber Ork (Hewitt). Epic LC 3303 68
Tasteful performances of French 18th-century music by experts in the field. Corrette's "Concerto for Three Flutes and Orchestra" is a first on long play. Couperin's more imposing work has been done by present group before, but earlier version is easily superseded by better performance and recording of current set.

RACHMANINOFF: PAGANINI; TCHAIKOVSKY: FRANCESCA DA RIMINI (1-12")—The Ballets Russes Ork (Horvath). Concert Hall XH 1506 67
Ballet-oriented disk offers interpretations too closely associated with stage movement for general listener. Paganini ballet score based on "Rhapsody on a Theme by Paganini," features speedy, arid performance by pianist Yourey Mural. Recording is only fair. Package contains copious photographs and annotations.

HAYDN: SIX TRIOS FOR FLUTE AND STRINGS (1-12")—F. Birkelund, flute; A. Karecki, violin; A. Petersen, cello. Vanguard VRS 1005 67
Only current complete recording of these six trios or divertissement. Light, cheerful music is skillfully performed by Danish instrumentalists with proper regard for classical style, but not overly expressive. Sound is good, preserving intimate quality of ensemble.

SELECTIONS FROM THE RUSSIAN Orthodox Church (1-12")—Choir of the Russian Orthodox Cathedral of Paris, P. Y. Spassky, Cond. Epic LC 3364 67
Resonant, cathedral-like atmosphere is preserved in fine authentic realization of a capella singing. Selections are drawn from Sacred Pontifical Liturgy and from Sacred Services during Lent, Holy Week and Easter. Interest in settings by Russian composers of sacred music, of course, will transcend strictly religious considerations.

MOZART: SYMPH. NO. 25; BEETHOVEN: LENORE OVERTURE NO. 3; BERLIOZ: OVERTURE TO WAVERLEY OPUS (1-12")—Leningrad State Phil. Ork (Rabinovich)—Liberty SWL 15002 68
General level of performance and recording is far below best domestic production. Except as curiosity, it is difficult to anticipate any substantial sales, in view of superior versions available.

Danny Davis is handling Decca Disk Jockey promotion in the New York area. Bud Hellawell has taken over Coral jockey promotion to succeed Marty Hoffman who has moved up to become assistant to national promotion chief, Marty Salkin. . . Marvin Rainwater is doing personals in Clovis, N. M., El Paso, Tex., Phoenix, Ariz., Denver and Minneapolis. The Experiences Anonymes label has issued an LP of 17 Psalm readings in English and Hebrew, by Morris Carnovsky.

October Bonus

• Continued from page 18

two "Peer Gynt" suites are available also on EP.

Pop albums in the release feature artists Eddie Fisher, Fats Waller with 16 selections, Freddy Martin, Bobby Brookes, the Wayfarer, Jimmie Komack, organist Billy Nalle, and others.

There are eight stereo tape releases, including six Red Seal and two pops. The former duplicate recent disk issues by the Boston Symphony (Munch,) including some Wagner, Debussy's "La Mer," the Franck D Minor, etc. There also is the tape version of the best-selling "Christmas Hymns and Carols" by the Robert Shaw Chorale.

Artist's Interest

• Continued from page 18

vision for recordings and broadcasts which is "cumbersome" but will bear watching, said Schulman. (The Billboard, July 15, 1957.)

The Copyright Committee meetings will be open to the public when they take place here October 7 to 11, at State Department conference headquarters, 1778 Pennsylvania Ave., N. W. The agenda is not ready, and no exact date has been set for the "neighboring rights" discussion. Inquiries should go to Roger C. Dixon, chief International Business Practices Division, Department of State.

• Reviews and Ratings of New Jazz Albums

• Continued from page 38

YANCEY'S GETAWAY 69
Jimmy Yancey, piano solos. (1-12")
Riverside RLP 12-124
A notable addition to the label's archive series is this album of blues by one of the great untutored practitioners of the form. Sides were made from rare masters, recorded in 1939 by the Solo Art label, and "lost" for a long time. Jazz collectors, lovers of boogie woogie blues, will find it hard to resist this.

BIX BEIDERBECKE AND THE WOLVERINES 68
(1-12")
Riverside RLP 12-123
Value here is only to collectors of historic jazz. This is the earliest Bix on records, and consequently, a curio. In the shellac days, these were rare, expensive collectors items. Sound has been cleaned up nicely, and Bix' quality is obvious, tho still not fully developed. For the specialty shops.

THIS IS LUCY REED 68
Lucy Reed (1-12")
Fantasy 3243
A creditable job of spooning the standards by bluesy, full-throated chirp Lucy Reed. Arrangements here are fine, tho there's little else out of the ordinary to recommend. Selections include "Little Boy Blue," "A Trout No Doubt" and "Love for Sale," all of which are fair but far from impressive.

MOODY'S MOOD FOR LOVE 68
James Moody (1-12")
Argo LP-613
Modern flute fanciers will get their kicks here. Moody plays the instrument on all tracks but one, and quite well. However, the musicians who supported him on this date are not up to his standard, and consequently, the set is uneven. "Moody's Mood for Love," a big hit a few years back, and a similarly treated "Billie's Bounce," with Eddie Jefferson in the King Pleasure vocal role, add a commercial dimension that might help.

I LOVE DIXIELAND 66
The New Orleanians (1-12")
Dawn DLP 1121
Running down a bunch of Dixie favorites, i.e., "Muskrat Ramble," "That's A-Plenty," "Fidgety Feet," etc., The New Orleanians essay a competent brand of Dixie, but most often lack the lustre and integrated thrust of the best traditional bands. However, a fair share of sales should be grabbed off on strength of program's popularity, general competence and good cover. Personnel listings would have added appeal.

"Q" ON QUE RECORDS

the new instrumental version that's electrifying the nation!

12" Long Play CLS 2000

MADAME BUTTERFLY

recently recorded in brilliant high-fidelity by the

ROME FESTIVAL ORCHESTRA

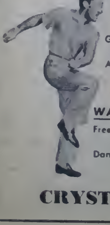
Other Outstanding ROME FESTIVAL Orchestral Performances:

MANON LESCAUT .... CLS 2002
AIDA .... CLS 2003
TOSCA .... CLS 2004
ROMANCE IN ITALY .... CLS 2001

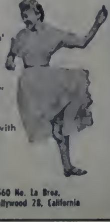
All these albums are available on "Q"ue RECORDS
Sensational Fall Album Plan!
See your distributor!

"QUE" RECORDS 149-40 41st Ave. Flushing 55, N. Y.

RETAILERS—OPERATORS—DEE JAYS • A DOUBLE-BARREL SMASH!



DORA LEE
(#714)
"It's a Song and a Dance"
Get on the Dance Wagon With a Rockin'-Rollickin' Dance Disc
A Smash Debut on Crystalette for
JOHNNY ANTHONY
"new teen sensation"
WATCH SALES ZOOM!
Free Dora Lee Dance Lesson Bulletin packaged with every record
Dance Up the Charts With "Dora Lee"
b/w "Zei Gezunt" (Be Healthy)
(#714).



CRYSTALETTE RECORDS 1560 No. La Brea, Hollywood 28, California

GEORGE WRIGHT PIPE ORGAN
"HYMNS THAT LIVE"
12" long play album
R-714
HIFIRECORD
HIGH FIDELITY RECORDINGS, INC
7 Sunset Blvd • Hollywood

TRUE HIGH FIDELITY ffrr
LONDON RECORDS

EDDIE'S BIGGEST AND BEST...

SAYONARA

(from the Warner Bros. release "Sayonara")

THAT'S THE WAY IT GOES

With Hugo Winterhalter's Orchestra and Chorus

47/20-7151

Hear Eddie sing "SAYONARA" on "THE EDDIE FISHER SHOW," NBC-TV, October 1st, 8:00-9:00 P.M., E.D.T.

Coming your way--Nov. 11th
A spectacular-in-print

The Billboard's 1957 year-end wrap-up of the whole big music/radio business

BILLBOARD'S ANNUAL DISK JOCKEY ISSUE

A 21-Gun Salute to the Nation's 4,000 Deejays in 3,500 Stations Who Have Such a Big Hand in Pushing the Music Biz to New Highs in '57.

Loaded with Information America's No. 1 music salesmen will use for programming for months to come! Surveys show . . .

- *8 out of 10 Disk Jockeys say they use Billboard's Annual Programming Guide for months.*
- *6 out of 10 Deejays say they use the ads in the Annual Disk Jockey Issue to help them program!*

THE BIGGEST DISK JOCKEY ISSUE EVER . . .

EVERYBODY in THE BUSINESS WILL JOIN BILLBOARD IN THE BIG SALUTE TO THE DISK JOCKEYS!

Artists . . Manufacturers . . . Managers . . . Stations

MAKE SURE YOUR BIG AD IS THERE!

Advertising Deadline: Tuesday, Nov. 5th

Regular rates apply . . . we'll be glad to help with layout and copy!
Reserve your space now . . . from any Billboard Office

NEW YORK 36
1564 Broadway
PLaza 7-2800

CHICAGO 1
188 W. Randolph St.
CEntral 6-8761

HOLLYWOOD 28
1520 North Gower St.
HOllywood 9-5831

CINCINNATI 22
2160 Patterson St.
DUnbar 1-6450

ST. LOUIS 1
390 Arcade Bldg.
CHestnut 1-0443

VAN HOWARD

So I Can Love Again
b/w
Memory Of
Sunday's

BILLY WALKER

The Image of Me
b/w
Anything Your Heart Desires
4—41008

JO STAFFORD with PAUL WESTON

Echoes in the Night
(Lassame Sunna)
b/w
Beyond the Stars
Jo Stafford with Paul Weston
and His Orchestra
4—41007

Star of Love
b/w
What's Botherin' You Baby
Jo Stafford with Paul Weston
and His Orchestra
4—41006

DON CHERRY

A Fairytale Called Minerva
b/w
I Keep Running Away
from You
with Ray Conniff and His
Orchestra
4—41014

CLAUDIA McNEIL

Did You Ever Hear the Blues?
b/w
Good Old Girl
Lush songs from the
Broadway Production
"SIMPLY HEAVENLY"
with orchestra conducted by
Stanley Wilson
4—41017

THE WORD ON PLAYS

A double header from JO STAFFORD this week! And this following Jo's headlining the Ed Sullivan Show with "Star of Love" on September 22. Don't forget — a hit from Jo has always been a long runner, and we're just coming into the peak Fall selling season, so get set for a run through Christmas! One of Jo's releases, "What's Botherin' You Baby," was written by hit composer Bob Allen, whose "Chances Are" (JOHNNY MATHIS on 4—40993) is the fastest-selling disc in the industry! . . . "I Keep Running Away from You," DON CHERRY's new release, was written by veteran songsmith, Irving Berlin . . . CLAUDIA McNEIL's two sides are straight from Broadway where she's stopping the show . . . "SIMPLY HEAVENLY" (Columbia is bringing out an Original Cast recording of this show, by the way) . . ., "WEST SIDE STORY" came roaring into town after smash successes in Philly and Wash., D. C., to be the latest smash Original Cast recording on Columbia Records (OL 5230) . . . ROSEMARY CLOONEY (keep your eye on "Colors" 4—40981) will help introduce the new Edsel on October 13 CBS Television debut of The Ford Show . . .

THE SURE-FIRE HITS ARE ON **COLUMBIA RECORDS**

THE HOTTEST COMPANY IN THE BUSINESS

A DIVISION OF CBS
© "Columbia" ⊖ Marcas Reg.

a new smash hit!

PEGGY LEE

orchestra conducted by Nelson Riddle

ballad beautiful

UNINVITED DREAM

rockin' rhythm

LISTEN TO THE ROCKIN' BIRD

record no. 3811

Capitol RECORDS

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending September 21

This Week	Last Week	Weeks on Chart	Title	Performance
1	1	11	**Tammy**	By Jay Livingston Ray Evans—Published by Northern (ASCAP) **BEST SELLING RECORD:** Debbie Reynolds, Coral 61851. **RECORDS AVAILABLE:** Ames Brothers, Vic 6930; George Barnes, Dec 30198; Joseph Gershenson Orch, Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317; Bill Snyder, Dec 30433.
2	2	7	**Honeycomb**	By Bob Merrill—Published by Hawthorne Music (ASCAP) **BEST SELLING RECORD:** Jimmie Rodgers, Roulette 4015. **RECORD AVAILABLE:** Georgia Shaw, Dec 30418.
3	3	10	**Diana**	By Paul Anka—Published by Famous Music, Inc. (BMI) **BEST SELLING RECORD:** Paul Anka, ABC-Paramount 9831.
4	4	7	**That'll Be the Day**	By Jerry Allison-Buddy Holly-Norman Petty—Published by Nor-Va-Jak Music Co. (BMI) **BEST SELLING RECORD:** Crickets, Brunswick 55009. **RECORDS AVAILABLE:** Jeff Allen, Verve 10064; Buddy Holly, Dec 30434; Ravons, Argo 5276.
5	5	7	**Fascination**	By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP) **BEST SELLING RECORD:** Jaye Morgan, Kapp 191. **RECORDS AVAILABLE:** David Carroll, Mercury 71132; Ray Ellis, Col 40982; Chris Hamilton, London 1758; Dick Jacobs, Coral 61864; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5293; Dinah Shore, Vic 6940; Ethel Smith, Dec 30421; Troubadors, Kapp 191.
6	6	3	**Chances Are**	By Stillman & R. Allen—Published by Corwin Music (ASCAP) **BEST SELLING RECORD:** Johnny Mathis, Col 40993.
7	9	9	**Rainbow**	By Ros Helms—Published by Robbins (ASCAP) **BEST SELLING RECORD:** Russ Hamilton, Kapp 184. **RECORDS AVAILABLE:** Bobby Breen, Chic 1013; Bill Darnell, Jubilee 5190.
7	6	8	**Whole Lotta Shakin' Goin' On**	By D. Williams-S. David—Published by Marlyn (BMI) **BEST SELLING RECORD:** Jerry Lee Lewis, Sun 267
9	8	6	**Around the World**	By Victor Young—Published by Victor Young Publications (ASCAP) **BEST SELLING RECORDS:** Victor Young and Bing Crosby, Dec 30262; Mantovani, London 1746. **RECORDS AVAILABLE:** George Barnes, Dec 30198; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 6947; Jack Haskell, Thunderbird 1916; Manny Lopez, Vic 6953; McGuire Sisters, Coral 61856; Jaye Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4014; Lawrence Welk, Coral 61741.
10	7	8	**In the Middle of an Island**	By Varnick & Acquaviva—Published by Mayfair (ASCAP) **BEST SELLING RECORD:** Tony Bennett, Col 40965. **RECORDS AVAILABLE:** Tennessee Ernie Ford, Cap 3762; Anita Kerr Quartet, Dec 30417; Jean Wilson, Verve 10068.
11	20	4	**My Heart Reminds Me (And That Reminds Me) adapted from "Autumn Concerto"**	By Al Stillman-C. Bargoni—Published by Symphony House (ASCAP) **BEST SELLING RECORD:** Della Reese, Jubilee 5292. **RECORDS AVAILABLE:** Ambrose Ork, M-G-M 12543; Carmen Cavallaro, Decca 30578; Lenny Everroad, Coral 61876; Richard Hayman, Mercury 71170; Ted Heath, London 1695; Manchurian Strings, Vic 7027; Nick Noble, Mercury 70979; Kay Starr, Vic 6981; Billy Vaughn, Dot 15466.
12	10	7	**Mr. Lee**	By Bobbettes—Published by Progressive (BMI) **BEST SELLING RECORD:** Bobettes, Atlantic 1144.
13	13	6	**Remember You're Mine**	By Mann-Lowe—Published by Lowe-Tray Music Corp. (ASCAP) **BEST SELLING RECORD:** Pat Boone, Dot 15602. **RECORD AVAILABLE:** Ray Vanron, Cameo 109
14	10	11	**White Silver Sands**	By C. Mathews—Published by Fallows-Peer (BMI) **BEST SELLING RECORD:** Don Rondo, Jubilee 5288. **OTHER RECORDS AVAILABLE:** Gene Bradley, Dec 30363; Dave Gardner, OJR 1002; Lennon Sisters, Brunswick 55013.
15	21	3	**Just Between You and Me**	By T. Cathy-J. Keller—Published by Winneton (BMI) **BEST SELLING RECORD:** Chordettes, Cadence 1315. **RECORD AVAILABLE:** Jimmy Davis, Dec 29151.
16	21	4	**Hula Love**	By Knox—Published by Kahl (BMI) **BEST SELLING RECORD:** Buddy Knox, Roulette 4018.
17	17	19	**It's Not for Me to Say**	By A. Stillman & R. Allan—Published by Korwin Music (ASCAP) **BEST SELLING RECORD:** Johnny Mathis, Col 40851. **RECORDS AVAILABLE:** Jaye Morgan, Kapp 185; Cyril Stapleton, London 1754
17	29	2	**Lotta Lovin'**	By Bronica Bedwell—Published by Song Prod. (BMI) **BEST SELLING RECORD:** Gene Vincent, Cap 3763.
19	18	4	**Affair to Remember**	By Warren, Adamson, McCarey—Published by Leo-Feist (ASCAP) **BEST SELLING RECORD:** Vic Damone, Col 40945. **RECORDS AVAILABLE:** Luis Alcaraz, Vic 6952; Carmen Cavallaro, Dec 30362; Angela Drake, M-G-M 12495; Pete King, Liberty 55075; Machito, Tico 607; Vi Vienna, V-I-P 1007.
19	28	2	**Happy, Happy Birthday, Baby**	By Sylvia-Lopez—Published by Donna Music (BMI) **BEST SELLING RECORD:** Tony Weavers, Checker 873. **RECORDS AVAILABLE:** Dottie Ferguson, Mar 71182; Kay Coe Jones, Dec 30432.
21	21	3	**You're My One and Only Love**	By Marshall-Kessel—Published by Vivid Publishing (ASCAP) **RECORD AVAILABLE:** Ricky Nelson, Verve 10070.
22	13	14	**Teddy Bear**	By Kal Mann-Bernie Lowe—Published by Gladys Music (ASCAP) **RECORD AVAILABLE:** Elvis Presley, Vic 47-7000.
23	13	21	**Love Letters in the Sand**	By N. Kenny, C. Kenny & Coots—Published by Bourne (ASCAP) **RECORDS AVAILABLE:** Pat Boone, Dot 15570; Charlie Carl, Songbird 307; Vi Vienna, V-I-P 1003; Mac Wiseman, Dot 15578.
23	15	11	**Send for Me**	By Allie Jones—Published by Winneton (BMI) **RECORD AVAILABLE:** Nat King Cole, Cap 3737.
25	19	18	**Bye Bye Love**	By B. Bryant—Published by Acuff-Rose (BMI) **RECORDS AVAILABLE:** Everly Brothers, Cadence 1315; Chuck Miller, Mercury 71118; Webb Pierce, Dec 30321; T. Tommy, Dot 15578.
25	21	11	**Stardust**	By Hoagy Carmichael-Parish—Published by Mills (ASCAP) **RECORD AVAILABLE:** Billy Ward, Liberty 55071.
27	26	13	**Short Fat Fannie**	By Mary Williams—Published by Venice (BMI) **RECORD AVAILABLE:** Larry Williams, Specialty 608.
28	29	2	**Black Slacks**	By Bennett-Denton—Published by Famous Music (BMI) **RECORD AVAILABLE:** Joe Bennett & the Sparkletones, ABC-Paramount 9817.
28	—	1	**Wake Up Little Susie**	By P. Bryant & B. Bryant—Published by Acuff-Rose (BMI) **RECORD AVAILABLE:** Everly Brothers, Cadence 1339.
30	16	14	**I'm Gonna Sit Right Down and Write Myself a Letter**	By Joe Young-Fred Ahlert—Published by De Sylva & Brown & Henderson (ASCAP) **RECORDS AVAILABLE:** Harry the Hipster, Hip 501; Hop-a-Long Wong, Atlanta 100; Larry Storch, Roulette 4014; Billy Williams, Coral 61830.
30	25	18	**Searchin'**	By Leiber-Stoller—Published by Tiger (BMI) **RECORD AVAILABLE:** Coasters, Atco 6087.

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

STORE RECORDED SALES — NEW YORK UNIVERSITY SCHOOL OF RETAILING — THE BILLBOARD PUBLICATIONS

Best Sellers in Stores

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

FOR SURVEY WEEK ENDING SEPTEMBER 21, 1957

This Week	Last Week	Weeks on Chart
1. HONEYCOMB (ASCAP)—Jimmie Rodgers ... They Hearts Were Full of Spring (ASCAP)—Roulette 4015	4	7
2. TAMMY (ASCAP)—Debbie Reynolds ... French Heels (ASCAP)—Coral 61851	2	10
3. THAT'LL BE THE DAY (BMI)—Crickets ... I'm Lookin' for Someone to Love (BMI)—Brunswick 55009	1	7
4. DIANA (BMI)—Paul Anka ... Don't Gamble With Love (BMI)—ABC-Paramount 9931	3	10
5. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis ... It'll Be Mine (BMI)—Sun 267	5	10
6. CHANCES ARE (ASCAP)—Johnny Mathis ... The Twelfth of Never (ASCAP)—Col 40995	11	2
7. MR. LEE (BMI)—Bobbettes ... Look at the Stars—Atlantic 1144	7	5
8. TEDDY BEAR (ASCAP)—Elvis Presley ... LOVING YOU (BMI)—Vic 7000	6	13
9. RAINBOW (ASCAP)—Russ Hamilton ... We Will Make Love (ASCAP)—Kapp 184	8	9
10. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers ... Ol' Man River (ASCAP)—Checker 872	17	2
11. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett ... I AM (ASCAP)—Col 40965	9	8
12. REMEMBER YOU'RE MINE (ASCAP)—Pat Boone ... THERE'S A GOLD MINE IN THE SKY (ASCAP)—Dot 15802	10	8
13. LOTTA LOVIN' (BMI)—Gene Vincent ... Wear My Ring (BMI)—Cap 3763	23	2
14. YOU'RE MY ONE AND ONLY LOVE (ASCAP)—Ricky Nelson ... HONEY ROCK (ASCAP)—Verve 10070	14	3
15. JUST BETWEEN YOU AND ME (BMI)—Chordettes ... SOFT SANDS (BMI)—Cadence 1330	22	3
16. HULA LOVE (BMI)—Buddy Knox ... Devil Woman (BMI)—Roulette 4018	20	4
17. FASCINATION (ASCAP)—Jane Morgan ... Fascination (Instrumental) (ASCAP)—Kapp 191	23	4
18. BYE BYE LOVE (BMI)—Everly Brothers ... I Wonder If I Care as Much (BMI)—Cadence 1315	13	18
19. STARDUST (ASCAP)—Billy Ward ... Lucinda (BMI)—Liberty 55071	19	11
20. SEND FOR ME (BMI)—Nat King Cole ... MY PERSONAL POSSESSION (BMI)—Capitol 3737	21	14
21. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone ... BERNARDINE (ASCAP)—Dot 15570	16	21
22. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis ... Warm and Tender (ASCAP)—Col 40954	15	19
23. SHORT FAT FANNIE (BMI)—Larry Williams ... HIGH SCHOOL DANCE (BMI)—Specialty 608	18	13
24. SEARCHIN' (BMI)—Coasters ... YOUNG BLOOD (BMI)—Atco 6057	12	20
25. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers ... Maybe Tomorrow (BMI)—Cadence 1337	—	1
26. BLACK SLACKS (BMI)—Joe Bennett & The Sparkletones ... Boppin' Rock Boogie (BMI)—ABC-Paramount 9937	25	2
27. LASTING LOVE (BMI)—Sal Mineo ... YOU SHOULDN'T DO THAT (BMI)—Epic 9227	—	1
28. AROUND THE WORLD (ASCAP)—Victor Young ... (VOCAL) (ASCAP)—Decca 30262	30	8
29. WHITE SILVER SANDS (BMI)—Don Rondo ... Stars Fell on Alabama (ASCAP)—Jubilee 5288	26	10
30. GOODY GOODY (ASCAP)—Frankie Lymon and the Teenagers ... Creation of Love (BMI)—Gee 1039	27	5

Most Played by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 21, 1957

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. HONEYCOMB (ASCAP)—Jimmie Rodgers ... They Hearts Were Full of Spring (ASCAP)—Roulette 4015	1	6
2. DIANA (BMI)—Paul Anka ... Don't Gamble With Love (BMI)—ABC-Paramount 9931	3	8
3. TAMMY (ASCAP)—Debbie Reynolds ... French Heels (ASCAP)—Coral 61851	2	11
4. THAT'LL BE THE DAY (BMI)—Crickets ... I'm Lookin' for Someone to Love (BMI)—Brunswick 55009	4	6
5. CHANCES ARE (ASCAP)—Johnny Mathis ... The Twelfth of Never (ASCAP)—Col 40995	5	3
6. RAINBOW (ASCAP)—Russ Hamilton ... We Will Make Love—Kapp 184	6	9
7. TAMMY (ASCAP)—Ames Brothers ... Rose Shoes (BMI)—Vic 6930	9	11
8. JUST BETWEEN YOU AND ME (BMI)—Chordettes ... Soft Sands (BMI)—Cadence 1330	18	8
9. REMEMBER YOU'RE MINE (ASCAP)—Pat Boone ... There's a Gold Mine in the Sky (ASCAP)—Dot 15802	8	6
10. MR. LEE (BMI)—Bobbettes ... Look at the Stars (BMI)—Atlantic 1144	6	5
11. MY HEART REMINDS ME (ASCAP)—Kay Starr ... Film Film Film (BMI)—Vic 6901	14	3
12. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis ... It'll Be Mine (BMI)—Sun 267	9	8
13. FASCINATION (ASCAP)—Jane Morgan ... Fascination (Instrumental) (ASCAP)—Kapp 191	11	4
14. HULA LOVE (BMI)—Buddy Knox ... Devil Woman (BMI)—Roulette 4018	25	3
15. FASCINATION (ASCAP)—Dinah Shore ... Till (ASCAP)—Vic 6900	16	3
16. ZIP ZIP (BMI)—Diamonds ... Oh! How I Wish (BMI)—Mercury 71165	—	1
17. FASCINATION (ASCAP)—Dick Jacobs ... Somewhere in Venice (ASCAP)—Coral 61804	—	3
18. LOTTA LOVIN' (BMI)—Gene Vincent ... Wear My Ring (BMI)—Cap 3763	—	1
19. AND THAT REMINDS ME (ASCAP)—Della Reese ... I Cried for You (ASCAP)—Jubilee 5292	—	1
20. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett ... I Am (ASCAP)—Col 40965	13	7
21. BLACK SLACKS (BMI)—Joe Bennett & Sparkletones ... Boppin' Rock Boogie (BMI)—ABC-Paramount 9937	—	1
22. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers ... Maybe Tomorrow (BMI)—Cadence 1337	—	1
23. LOVE ME TO PIECES (BMI)—Cline ... Love (BMI)—Cap 40955	19	9
24. WHITE SILVER SANDS (BMI)—Don Rondo ... Stars Fell on Alabama (ASCAP)—Jubilee 5288	17	10
25. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis ... Warm and Tender (ASCAP)—Col 40954	22	18

Copyrighted material

FRANKIE'S got a smash and Roulette's got FRANKIE

MY GIRL

b/w

SO GOES MY LOVE

Roulette 4026

Welcome to Roulette records

MILTON BERLE

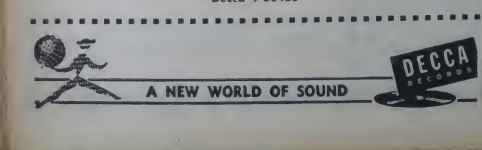
WITH THEIR SMASH NEW RELEASE!

"I CLOSE MY EYES"

and

"I GOT OVER THE BLUES"

Decca 9-30428



Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 21

STORE RECORDED SALES — NEW YORK UNIVERSITY SCHOOL OF BUSINESS ADMINISTRATION — THE BILLBOARD

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Black Slacks
Joe Bennett & Sparkletones, ABC-Para.
Honeycomb, Jimmie Rodgers, Rlt.
Hula Love, Buddy Knox, Rlt.
Jenny, Jenny, Little Richard, Spe.
Rainbow, Russ Hamilton, Kapp
Rebel, Carol Jarvis, Dot
Sweetie Young Blond, Counters, Alco.
Teddy Bear Loving You, Elvis Presley, Vic.
That'll Be the Day, Crickets, Brk.

CHICAGO

Angry, Frank Pitman, Dig.
Diana, Paul Anka, ABC-Para.
Fascination, David Carroll, Mer.
Honeycomb, Jimmie Rodgers, Rlt.
Sweetie Young Blond, Counters, Alco.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

DETROIT

Chances Are, Johnny Mathis, Col.
Happy, Happy Birthday, Baby
Tune Weavers, Cha.
Honeycomb, Jimmie Rodgers, Rlt.
Lasting Love, Sal Mineo, Epic
Mr. Lee, Bobbettes, Atl.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

EAST TEXAS

Diana, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rlt.
Jay Dee's Boogie Woogie
Jimmy Dorsey, Dot
Love Letters in the Sand Bernardino
Pat Boone, Dot
Mr. Lee, Bobbettes, Atl.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
You're My One and Only Love
Ricky Nelson, Ver.

FLORIDA

Diana, Paul Anka, ABC-Para.
Lotta Lovin', Gene Vincent, Cap.
Mr. Lee, Bobbettes, Atl.
Remember You're Mine There's a Gold Mine in the Sky, Pat Boone, Dot
Stardust, Billy Ward, Ebt.
Tammy, Debbie Reynolds, Cor.
Teddy Bear, Elvis Presley, Vic.
That'll Be the Day, Crickets, Brk.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
Wonderful, Wonderful, Johnny Mathis, Col.

LOS ANGELES

Diana, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rlt.
I'm Gonna Sit Right Down and Write Myself a Letter, Billy Williams, Cor.
In the Middle of an Island
Tennessee Ernie Ford, Cap
Love Letters in the Sand Bernardino
Pat Boone, Dot
Mr. Lee, Bobbettes, Atl.
My Heart Belongs Me, Kay Starr, Vic.
Tammy, Debbie Reynolds, Cor.
Teddy Bear, Elvis Presley, Vic.

NEW YORK AND NEWARK

Chances Are, Johnny Mathis, Col.
Diana, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rlt.
It's Not for Me to Say, Johnny Mathis, Col.
Mr. Lee, Bobbettes, Atl.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

NORTHERN NEW YORK STATE

Diana, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rlt.
In the Middle of an Island
Tony Bennett, Col.
Just Between You and Me, Soft Sands Chordettes, Cdc.
Mr. Lee, Bobbettes, Atl.
Stardust, Billy Ward, Ebt.
Tammy, Debbie Reynolds, Cor.
Teddy Bear Loving You, Elvis Presley, Vic.
That'll Be the Day, Crickets, Brk.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

NORTHERN OHIO

Chances Are, Johnny Mathis, Col.
Diana, Paul Anka, ABC-Para.
Happy Happy Birthday Baby
Tune Weavers, Cha.
Lotta Lovin', Gene Vincent, Cap.
My One Sin, Four Coins, Epic
That'll Be the Day, Crickets, Brk.
Wake Up Little Susie, Everly Brothers, Cdc.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
You're My One and Only Love
Ricky Nelson, Ver.

NORTHWEST

Around the World, Victor Young, Dot.
Black Slacks
Joe Bennett & Sparkletones, ABC-Para.
Diana, Paul Anka, ABC-Para
Honeycomb, Jimmie Rodgers Rlt.
Hula Love, Buddy Knox, Rlt.
In the Middle of an Island
Tennessee Ernie Ford, Cap.
Mr. Lee, Bobbettes, Atl.
Rainbow, Russ Hamilton, Kapp
Short Fat Fannie, Larry Williams, Spe.
Tammy, Debbie Reynolds, Cor.
Teddy Bear Loving You, Elvis Presley, Vic.
That'll Be the Day, Crickets, Brk.

PHILADELPHIA

Chances Are, Johnny Mathis, Col.
Honeycomb, Jimmie Rodgers, Rlt.
In the Middle of an Island I Am
Tony Bennett, Col.
June Night Jay Dee's Boogie Woogie
Jimmy Dorsey, Dot
Rainbow, Russ Hamilton, Kapp
Tammy, Debbie Reynolds, Cor.
Teddy Bear, Elvis Presley, Vic.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

ST. LOUIS AND KANSAS CITY

Black Slacks
Joe Bennett & Sparkletones, ABC-Para.
Chances Are, Johnny Mathis, Col.
Diana, Paul Anka, ABC-Para.
Farther Up the Road
Bobby (Blue) Bland, Duke
Honest I Do, Jimmy Reed, Vee Jay
Honeycomb, Jimmie Rodgers, Rlt.
Mr. Lee, Bobbettes, Atl.
That'll Be the Day, Crickets, Brk.

SAN FRANCISCO AND OAKLAND

All Shook Up, Elvis Presley, Vic.
Duchess, Charts, Everlast
Diana, Paul Anka, ABC-Para.
Farther Up the Road
Bobby (Blue) Bland, Duke
Loving You Teddy Bear, Elvis Presley, Vic.
Honest I Do, Jimmy Reed, Vee Jay
Send for Me, Nat King Cole, Capitol
Sick and Tired, Chris Kenner, Imp.
Swingin' Shepherd Blues, Moe Koffman, Cap.
Tammy, Four Aces, Ver.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
You're My One and Only Love
Ricky Nelson, Ver.

SOUTHERN OHIO

Around the World, Victor Young, Dot.
Hungry Dumpty Heart, Lavern Baker, Atco.
It's Not for Me to Say, Johnny Mathis, Col.
Love Me to Pieces, Jill Corey, Col.
Sweetie's, Counters, Alco.
Stardust, Billy Ward, Ebt.
Tammy, Debbie Reynolds, Cor.
Teddy Bear, Elvis Presley, Vic
That'll Be the Day, Crickets, Brk.

WASHINGTON AND BALTIMORE

Chances Are, Johnny Mathis, Col.
Diana, Paul Anka, ABC-Para.
Mr. Lee, Bobbettes, Atl
Remember You're Mine There's a Gold Mine in the Sky, Pat Boone, Dot
Send for Me My Personal Possession
Nat King Cole, Cap.
Tammy, Debbie Reynolds, Cor
That'll Be the Day, Crickets, Brk
Where I Now Yam, Fats Domino, Imp.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of $15 (a considerable saving over single copy rates). Foreign rate $15.

☐ Payment enclosed ☐ Bill me

DC1

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

HIS GREATEST HIT

RICKY NELSON

"YOU'RE MY ONE AND ONLY LOVE"

V-10070 V-10070X45

VERVE RECORDS

451 N. CANON DRIVE, BEVERLY HILLS, CALIF.

"NEED ME"

c/w

"A SWEET KIND OF LOVE"

Dot 15627

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif • Phone HO 3-4181
THE NATION'S BEST SELLING RECORDS

Top 100 Sides

STORE RECORDED SALES — NEW YORK UNIVERSITY SCHOOL OF RETAILING — AS REPORTED TO THE BILLBOARD

FOR SURVEY WEEK ENDING SEPTEMBER 21

This is a tabulation of dealer unit sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sales on songs, and not records. This fact, together with longer four-week survey periods, explains variation between the top 10 sales as reflected in this chart, and top 30 retail sellers as reflected in "Best Sellers in Stores."

Position	Song, Artist, Label	Position Last Week
1.	TAMMY, Debbie Reynolds, Coral	1
2.	DIANA, Paul Anka, ABC-Paramount	2
3.	HONEYCOMB, Jimmie Rodgers, Roulette	3
4.	WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	4
5.	THAT'LL BE THE DAY, Crickets, Brunswick	5
6.	MR. LEE, Bobbettes, Atlantic	7
7.	RAINBOW, Russ Hamilton, Kapp	8
8.	TEDDY BEAR, Elvis Presley, Victor	6
9.	IN THE MIDDLE OF AN ISLAND, Tony Bennett, Columbia	9
10.	CHANGES ABE, Johnny Mathis, Columbia	10
11.	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	11
12.	SEARCHIN', Coasters, Atco	12
13.	HAPPY, HAPPY BIRTHDAY, BABY, Tune Weavers, Checker	30
14.	STARDUST, Billy Ward, Liberty	13
15.	BYE BYE LOVE, Everly Brothers, Cadence	15
16.	FASCINATION, June Morgan, Kapp	18
17.	SEND FOR ME, Nat King Cole, Capitol	16
18.	YOU'RE MY ONE AND ONLY LOVE, Ricky Nelson, Verve	22
19.	SHORT FAT FANNIE, Larry Williams, Specialty	19
20.	HELA LOVE, Buddy Knox, Roulette	21
21.	LOTTA LOVIN', Gene Vincent, Capitol	27
22.	WHITE SILVER SANDS, Don Rondo, Jubilee	28
23.	LOVE LETTERS IN THE SAND, Pat Boone, Dot	38
24.	WHISPERING BELLS, Del Vikings, Dot	17
25.	LOVE ME TO PIECES, Jill Corey, Columbia	33
26.	I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER, Billy Williams, Coral	39
27.	REMEMBER YOU'RE MINE, Pat Boone, Dot	30
28.	BLACK SLACKS, Joe Bennett & The Sparkletones, ABC-Paramount	30
29.	JUST BETWEEN YOU AND ME, Chordettes, Cadence	34
30.	GOODY GOODY, Frankie Lymon and the Teenagers, Gee	34
31.	THERE'S A GOLD MINE IN THE SKY, Pat Boone, Dot	38
32.	AND THAT REMINDS ME, Della Reese, Jubilee	29
33.	AROUND THE WORLD, Mantovani, London	36
34.	AROUND THE WORLD, Victor Young, Decca	33
35.	LASTING LOVE, Sal Mineo, Epic	27
36.	SO BABE, Jimmy Dorsey, Fraternity	32
37.	MOONLIGHT SWIM, Nick Noble, Mercury	41
38.	TO THE AISLE, Five Satins, Ember	34
39.	LOVING YOU, Elvis Presley, Victor	44
40.	AN AFFAIR TO REMEMBER, Vic Damone, Columbia	48
41.	JUNE NIGHT, Jimmy Dorsey, Fraternity	39
42.	OLD CAPE COD, Patti Page, Mercury	40
43.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	—
44.	WONDERFUL WONDERFUL, Johnny Mathis, Columbia	42
45.	FARTHER UP THE ROAD, Bobby (Blue) Bland, Duke	47
46.	TAMMY, Ames Brothers, Victor	43
47.	TRAVELIN', Bobby Helms, Decca	46
47.	ZIP ZIP, Diamonds, Mercury	47
49.	LONG LONELY NIGHTS, Clyde McPhatter, Atlantic	52
50.	LIVING SALVER, Buchanan & Goodman, Universe	37
51.	JENNY JENNY, Little Richard, Specialty	43
52.	FASCINATION, Dick Jacobs, Coral	53
53.	SWINGIN' SWEETHEARTS, Ron Goodwin, Capitol	63
54.	REBEL, Carol Jarvis, Dot	54
55.	LONG LONELY NIGHTS, Lou Andreas, Chess	54
56.	LIPS OF WINE, Andy Williams, Cadence	45
56.	SHANGHAI, Four Coins, Epic	48
58.	WHEN I SEE YOU, Fess Dormine, Imperial	31
59.	BON SOVAGE, Junior Harper, Prep	57
59.	COOL SHAKE, Del Vikings, Mercury	57
61.	IN THE MIDDLE OF AN ISLAND, Tennessee Ernie Ford, Capitol	69
62.	DEEP PURPLE, Billy Ward and His Dominoes, Liberty	—
63.	ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU, Huey Smith, Ace	77
64.	WITH YOU ON MY MIND, Nat King Cole, Capitol	67
65.	KEEP A KNOCKIN', Little Richard, Specialty	83
66.	SENSE Q, Dave Hanson, Checker	59
67.	REMEMBER, Pat Boone, Dot	68
67.	FASCINATION, David Carroll, Mercury	81
69.	AND THAT REMINDS ME, Ker-Mary, Victor	65
70.	PLANCUS, Little Joe and the Thrillers, Okeh	70
71.	SCARY, Frank Pizzoli, Bifly	87
72.	GONNA FIND ME A BLUEBIRD, Martin Rainwater, MGM	71
73.	FALLEN STAR, Ferlin Husky, Capitol	63
73.	ISLAND IN THE SUN, Harry Belafonte, Victor	63
75.	MY ONE AND ONLY, Four Coins, Epic	87
76.	ROCKIN' SHOES, Ames Brothers, Victor	—
77.	PLAYTHING, Ted Newman, Rev	83
78.	SOFT SANDS, Chordettes, Cadence	87
79.	AROUND THE WORLD, Russ Crosby, Decca	78
79.	JAY DEE'S BOOGIE WOOGIE, Jimmy Dorsey, Fraternity	87
79.	MY PERSONAL POSSESSION, Nat King Cole, Capitol	63
82.	LET SHOOK UP, Fabian, Chancellor	71
82.	HUMPTY DUMPTY HEART, LaVern Baker, Atlantic	76
84.	WHITE SPORT COAT, Robbins, Columbia	77
85.	GOTTA GET TO YOUR HOUSE, David Seville, Liberty	83
86.	DRIFT IN SHOW, Elliot Lawrence, Liberty	87
86.	SONG OF THE BAREFOOT MAILMAN, Billy Vaughn, Dot	—
88.	LONELY CHAIR, Lloyd Price, Kr	—
89.	ALONE, Shepard Sisters, Lance	79
90.	C. C. RIDER, Chuck Willis, Atlantic	71
90.	WITH ALL MY HEART, Jodie Sands, Chancellor	93
92.	YOUNG BLOOD, Coasters, Atco	100
93.	AROUND THE WORLD, McGuire Sisters, Coral	—
93.	DUMPLINS, Dee Bight, Okeh	—
95.	I'LL TAKE YOU HOME AGAIN, KATHLEEN, Slim Whitman, Imperial	98
95.	I LIKE YOUR KIND OF LOVE, Andy Williams, Cadence	98
97.	DUMPLINS, Ernie Freeman, Imperial	—
98.	HUSH GONE, Chantels, End	—
99.	HONEST I DO, Jimmy Reed, Vee Jay	79
100.	I'LL TAKE THE FOUR WINDS BLOW, Fats Domino, Imperial	60
99.	OVER THE MOUNTAIN, Johnnie & Joe, Chess	—

It's your deal! 4 new winners on Vik

MARTY GOLD

His Orchestra and Chorus

MELODIE D'AMOUR
(Melody of Love)

THE CAREFREE HEART
(Title Song from the new Broadway Production)

VIK X/4X-0303

Introducing... **THE SH-BOOMS**

I DON'T WANT TO SET THE WORLD ON FIRE

b/w

LU LU

VIK X/4X-0295

EDDIE DANO

WHILE OUR HEARTS ARE YOUNG

HOT KISSES
VIK X/4X-0293

VIKKI NELSON

JUST ONE MORE SMILE
VIK X/4X-0292

YOU CAN'T GET AWAY FROM ME

Vik records

JUBILEE'S PROFIT PARADE
SMASH BEST SELLERS

DICK HAYMES
LONESOME AND SORRY
5299

DON RONDO
THERE'S ONLY YOU
FORSAKING ALL OTHERS
5297

DELLA REESE
AND THAT REMINDS ME
5292

BILL DARNELL
RECIPE FOR LOVE
5298

jubilee RECORDS

• Best Selling Sheet Music In U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week		Last Week	Weeks on Chart
1.	TAMMY (Northern)	1	11
2.	AROUND THE WORLD (Young)	2	15
3.	FASCINATION (Southern)	3	7
4.	AN AFFAIR TO REMEMBER (Feist)	4	5
5.	HONEYCOMB (Hawthorne)	9	2
6.	IN THE MIDDLE OF AN ISLAND (Morris)	5	8
7.	DIANA (Pamco)	7	4
8.	MY HEART REMINDS ME (Symphony House)	—	4
9.	RAINBOW (Toff-Melchior)	10	6
10.	LOVE LETTERS IN THE SAND (Bourne)	6	19
11.	WHITE SILVER SANDS (Fallows-Pee)	8	11
12.	I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (DeSylva-Brown-Henderson)	11	11
13.	THAT'LL BE THE DAY (Nor-Va-Jak)	13	3
14.	REMEMBER YOU'RE MINE (Love-Tray)	12	2
15.	CHANCES ARE (Korwin)	—	1

• Best Selling Sheet Music in Britain

(For week ending September 21)

A cabled report from the Music Publishers' Association, Ltd—London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Love Letters in the Sand—Day (Bourne)
Forgotten Dreams—Mills (Mills)
Tammy—Marmelstein (Northern)
With All My Heart—Bron (Debmar)
Island in the Sun—Feldman (Clara)
Diana—Mellin (Pamco)
Around the World—Sterling (Young)
We Will Make Love—Melcher Toff (Artists)
Last Train to San Fernando—Estes (Hadlow)
Pretty as the Sea—Estes (Melody Trails)
In the Middle of an Island—Morris (Oxford)
My Wonderful—Chappell (Famous)
Bye Bye Love—Acuff-Rose (Acuff-Rose)
Wonderful Wonderful—Lerch (E. B. Marks)
When I Fall in Love—New World (Young)
All Shook Up—Belinda (Presley-Shalimar)
Secret Ribbon—Mills (Mills)
A Handful of Songs—Maurice (Maurice)
I'd Give You the World—Maxmillion (Shapiro-Bernstein)
White Sport Coat—Frank (Acuff-Rose)

• Best Selling Pop Records in Britain

(For week ending September 21)

Printed thru the courtesy of the "New Musical Express" Britain's Foremost Musical Publication

This Week		Last Week
1	DIANA—Paul Anka (Columbia)	3
2	LOVE LETTERS IN THE SAND—Pat Boone (London)	1
3	LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia)	4
4	HAND IN THE SUN—Harry Belafonte (RCA)	5
5	WITH ALL MY HEART—Petula Clark (Pye-Nixa)	6
6	WATER WATER/HANDFUL OF SONGS—Tommy Steele (Decca)	8
7	WANDERING EYES—Charlie Gracie (London)	8
8	ALL SHOOK UP—Elvis Presley (HMV)	9
9	PARALYZED—Elvis Presley (HMV)	9
10	TAMMY—Debbie Reynolds (Vogue-Coral)	10
11	JENNY JENNY—Little Richard (London)	16
12	STARDUST—Billy Ward (London)	20
13	BYE BYE LOVE—Everly Brothers (London)	11
14	THAT'LL BE THE DAY—Crickets (London)	—
15	PUTTIN' ON THE STYLE/GAMBLIN' MAN—Lonnie Donegan (Pye-Nixa)	13
16	TEDDY BEAR—Elvis Presley (RCA)	12
17	FABULOUS—Charlie Gracie (Palisade)	14
18	ANY GIRL (RIGHT)—Petula Clark (Pye-Nixa)	15
19	SHORT FAT FANNY—Larry Williams (London)	—
20	PASSING STRANGERS—Billy Eckstine & Sarah Vaughan (Mercury)	—

• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network series programs in New York, Chicago and Los Angeles. Data are based on John G. Peatman's copyrighted Audience Coverage Index

Radio

An Affair to Remember—(R) (F)—Feist—ASCAP
And That Reminds Me (My Heart Reminds Me)—(R)—Symphony House—ASCAP
Around the World (R) (F)—Young—ASCAP
Bye Bye Love (R)—Acuff-Rose—BMI
Chances Are (R)—Korwin—ASCAP
Diana (R) (F)—Fisher—ASCAP
Fascination (R) (F)—Southern—ASCAP
Forgotten Dreams (R)—Mills—ASCAP
Get a Date With an Angel (R)—Chappell—ASCAP
Honeycomb (R)—Hawthorne—ASCAP
I Keep Running Away From You (R)—Berlin—ASCAP
I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP
In the Middle of an Island (R)—Maxlene—ASCAP
It's Not for Me to Say (R)—Kerwin—ASCAP
June Night (R)—Feist—ASCAP
Language of Love (R)—Sequence—ASCAP
Love of Mine (R)—Morris—BMI
Love Me to Pieces (R)—Acuff-Rose—BMI
Malibu's D'Amour (R)—Revere—BMI
Moonlight Sun (R)—Dandelion—ASCAP
Rainbow Country (R)—Robbins—ASCAP
Remember You're Mine (R)—Love-Tray—ASCAP
Search for Paradise (R)—Womack—ASCAP
Swinging Sweethearts (R)—Mills—ASCAP
Tammy (R) (F)—Northern—ASCAP
There's a Gold Mine in the Sky (R)—Beverly—ASCAP
There's Gold Over (R)—Broadcast—BMI
Tie (R)—Chappell—ASCAP
Walls of Love (R)—Paramount—ASCAP
With You on My Mind (R)—Marlund—BMI

Television

An Affair to Remember (R) (F)—Feist—ASCAP
And That Reminds Me (My Heart Reminds Me)—(R)—Symphony House—ASCAP
Around the World (R)—Young—ASCAP
Ballad of David Crockett (R)—Mercury—ASCAP
Bye Bye Love (R)—Acuff Rose—BMI
Diana (R)—Pamco—BMI
Fascination (R) (F)—Southern—ASCAP
Gotta Travel On—Dickens, Brown & Henderson—ASCAP
Holiday for Love (R)—Colgrove—BMI
Honeycomb (R)—Hawthorne—ASCAP
I Am (R)—Bron—ASCAP
I Remember Mama (R)—Feist—ASCAP
I'm Forever Blowing Bubbles (R)—Robbins—ASCAP
I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP
In the Middle of an Island (R)—Mayfair—ASCAP
It's Not for Me to Say (R)—Kerwin—ASCAP
Joy Ride (R)—Runyon—ASCAP
Love Bug Will Bite Some More (R)—Revere—BMI
Little Bird Flying Over (R)—Revere—BMI
Love Is Glorious (R)—Sunset—BMI
My Personal Possession (R)—Roosevelt—BMI
My Special Angel (R)—Merpe—BMI
Sayonara (R)—Berlin—ASCAP
Soft Sands (R)—Wolse & Bamm—BMI
Star of Love (R)—Merrite—ASCAP
Tammy (R)—Northern—ASCAP
That'll Be the Day (R)—New World—BMI
That's How It Is (R)—Regent—ASCAP
Wake Up Little Suzie (R)—Acuff Rose—BMI
White Silver Sands (R)—Fallows-Pee—BMI

NO MATTER HOW YOU LOOK AT IT...

...another

Fats Domino

HIT!

WAIT AND SEE

From the Vanguard Productions, Inc. picture "JAMBOREE"
Released by Warner Bros. Pictures, Inc.

and

I STILL LOVE YOU

5467

IMPERIAL RECORDS
6425 Hollywood Blvd., Hollywood, Calif.
London Records · Montreal, Canada

The Billboard Weekly Juke Box Programming Guide

FOR SURVEY WEEK ENDING SEPTEMBER 21, 1957

POPULAR

YOU'RE MY ONE AND ONLY LOVE
★ RICKY NELSON ★
HONEY BOCK
Verve 10070

BYE BYE LOVE
★ EVERLY BROTHERS ★
I WONDER IF I CARE AS MUCH
Cadence 1315

NEW HIT
WAKE UP LITTLE SUSIE
★ EVERLY BROTHERS ★
MAYBE TOMORROW
Cadence 1307

RAINBOW
★ RUSS HAMILTON ★
WE WILL MAKE LOVE
Kapp 184

THAT'LL BE THAY
★ THE CRICKETS ★
I'M LOOKIN' FOR SOMEONE TO LOVE
Brunswick 55009

NEW HIT
LASTING LOVE
★ VAL MINTO ★
YOU SHOULDN'T DO THAT
Epic 9227

SHORT FAT FANNIE
★ LARRY WILLIAMS ★
HIGH SCHOOL DANCE
Specialty 608

FASCINATION
★ JANE MORGAN ★
FASCINATION
(Instrumental)
Kapp 191

IN THE MIDDLE OF AN ISLAND
★ TONY BENNETT ★
I AM
Columbia 40965

SEND FOR ME
★ NAT KING COLE ★
MY PERSONAL POSSESSION
Capitol 3737

STARDUST
★ BILLY WARD ★
LUCINDA
Liberty 55071

WHOLE LOTTA SHAKIN' GOIN' ON
★ JERRY LEE LEWIS ★
IT'LL BE MINE
Sun 267

JUST BETWEEN YOU AND ME
★ CHORDETTES ★
SOFT SANDS
Cadence 1330

TAMMY
★ DEBBIE REYNOLDS ★
FRENCH HEELS
Coral 61891

IT'S HOT FOR ME TO SAY
★ JOHNNY MATHIS ★
WARM AND TENDER
Columbia 40851

HULA LOVE
★ BUDDY KNOX ★
DEVIL WOMAN
Roulette 4018

WHITE SILVER SANDS
★ DON RONDO ★
STARS FELL ON ALABAMA
Jubilee 5288

LOVE LETTERS IN THE SAND
★ PAT BOONE ★
BERNARDINE
Dot 15570

DIANA
★ PAUL ANKA ★
DON'T GAMBLE WITH LOVE
ABC-Paramount 9831

GOODY GOODY
★ TEEN AGERS ★
CREATION OF LOVE
Gone 139

CHANCES ARE
★ JOHNNY MATHIS ★
THE TWELFTH OF NEVER
Columbia 40953

MR. LEE
★ BOBBETTES ★
LOOK AT THE STARS
Atlantic 1144

SEARCHIN'
★ THE COASTERS ★
YOUNG BLOOD
Atco 6087

HAPPY, HAPPY BIRTHDAY, BABY
★ TUNE WEAVERS ★
OL' MAN RIVER
Checker 873

TEDDY BEAR
★ ELVIS PRESLEY ★
LOVING YOU
RCA Victor 7000

AROUND THE WORLD
★ VICTOR YOUNG, BING CROSBY ★
AROUND THE WORLD
Decca 30362

BLACK SLACKS
★ JOE BENNETT & SPARKLETONES ★
BOPPIN' ROCK BOOGIE
ABC-Paramount 9837

HONEYCOMB
★ JIMMIE RODGERS ★
THEIR HEARTS WERE FULL OF SPRING
Roulette 4013

THERE'S A GOLD MINE IN THE SKY
★ PAT BOONE ★
REMEMBER YOU'RE MINE
Dot 15602

LOTTA LOVIN'
★ GENE VINCENT ★
WEAR MY RING
Capitol 3763

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List

GEISHA GIRL
★ HANK LOCKLIN ★
LIVIN' ALONE
RCA Victor 6984

FRAULEIN
★ BOBBY HELMS ★
HEARTSICK FEELING
Decca 30194

FOUR WALLS
★ JIM REEVES ★
I KNOW AND YOU KNOW
RCA Victor 6874

HOME OF THE BLUES
★ JOHNNY CASH ★
GIVE MY LOVE TO ROSE
Sun 279

MY SHOES KEEP WALKING BACK TO YOU
★ RAY PRICE ★
DON'T DO ME THIS WAY
Columbia 40951

NEW HIT
TANGLED MIND
★ HANK SNOW ★
MY ARMS ARE A HOUSE
RCA Victor 6955

RHYTHM & BLUES

Records eliminated if duplicated in Pop List

FARTHER UP THE ROAD
★ BOBBY BLUE BLAND ★
SOMETIME TOMORROW
Duke 170

NEW HIT
KEEP A KNOCKIN'
★ LITTLE RICHARD ★
CAN'T BELIEVE YOU WANNA LEAVE
Specialty 611

RETURN
TO THE AISLE
★ FIVE SATINS ★
WISH I HAD MY BABY
Ember 1019

THINK
★ FIVE ROYALES ★
I'D BETTER MAKE A MOVE
King 5053

LONG LONELY NIGHTS
★ LEE ANDREWS ★
THE CLOCK
Chess 1665

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

BEST BUY — RAY CHARLES ..Swanee River Rock / I Want a Little Girl — Atlantic 1114

BEST BUY — RICKY NELSON ..... Have I Told Lately That I Love You? / Lonely Town — Bi-Bop Baby — Imperial 5463

BEST BUY — NAT KING COLE ..... With You on My Mind — Rainbow Country — Capitol 3747

BEST BUY — ELVIS PRESLEY .. Jailhouse Rock / Treat Me Nice — RCA Victor 7035

BEST BUY — SAM COOKE .....You Send Me / Summertime — Keen 34013

BEST BUY — THE BAYS ..... Silhouettes / Daddy Cool — Cameo 117

BEST BUY — JIMMY REED ..... Honest I Do / Signals of Love — Vee Jay 271

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

OPINION — JIMMY BOWEN ..... Cross Over / It's Beautiful — Roulette 4017

OPINION — PERCILLA BOWMAN ..You, I'm Glad / A Space Man — Falcon 1004

OPINION — ERNIE CHAPIN ..... I'm Lonesome / Laughin' and Jokin' — Sun 273

OPINION — MARLENE DIETRICH ..... Near You / Another Spring, Another Love — Dot 5487

OPINION — FATS DOMINO ..... Wait and See / I Still Love You — Imperial 5467

OPINION — HUGO HAMILTON ..... I Still Belong to You / Wedding Ring — Keen 34

OPINION — BUDDY HOLLY ..... Peggy Sue / Everyday — Coral 61895

OPINION — FRANKIE LYMON ..... My Girl / Be Cross Mr. Love — Roulette 4002

OPINION — RED SOVINE ..... Who Knows Better Than You and I / Wrong — Decca 30456

OPINION — BILLY WALKER ...The Image of Me / Anything Your Heart Desires — Columbia 41088

RECORDS ELIMINATED FROM LAST WEEK'S PANEL

Gonna Find Me a Bluebird So You Think — Marvin Rainwater, M-G-M 12613
I'm Gonna Sit Right Down and Write Myself a Letter Duke With the Blues — Billy Williams, Coral 61830
Long Lonely Nights/The Clock — Lee Andrews, Chess 1665
I Love Me to Pieces I Love — Jill Corey, Columbia 40917
Whispering Bells/Don't Be a Fool — Dot 15988

From his new
Avon Productions movie,
an M-G-M release...

DEPTH

MEANS FOR YOU...

DEPTH IN ADVERTISING. 1958 is Columbia's big year! To boost your sales, there's an all-out advertising campaign featuring a two-page color spread and full color pages in LIFE, NEW YORKER and The NEW YORK TIMES. Pick up Mat-Ads for use in your local newspapers and count on the impact of spots on RADIO and TELEVISION. National and local advertising, working for your D.E.P.*

DEPTH IN IMPACT. Backed by intensive advertising, and being the apex of achievement in design and sound engineering, you can count on the impact of this year's presentation to work for you. Full-color Line Booklets, Consumer-line brochures in full color, individual **D.E.P.** brochures, Full Color Wall Charts and window displays as well as LIFE merchandising aids will assure your feeling that impact in your D.E.P.*

DEPTH IN SELLING. To make the most of the new line, the intensive advertising, the consumer impact . . . make sure that you stock the Columbia line in depth. It's your part of D.E.P.*

COLUMBIA PHONOGRAPHS

CHECK YOUR DISTRIBUTOR:

ALLIED APPLIANCE COMPANY, 111 Berkeley Street, Boston, Massachusetts.
COLUMBIA RECORD DISTRIBUTORS, INC., 56 Cummington Street, Boston, Massachusetts.
ONONDAGA SUPPLY COMPANY, 744 West Genesee Street, Syracuse, New York
BOSKIN-BROTHERS, INC., 1017 Broadway, Albany, New York.
BOSKIN DISTRIBUTORS, INC., 275 Park Avenue, East Hartford, Connecticut.
SWANTON COMPANY, INC., 910 Congress Street, Portland 4, Maine
TIMES-COLUMBIA DISTRIBUTORS, INC., 350 Halsey Street, Newark 2, New Jersey.
TIMES-COLUMBIA DISTRIBUTORS, INC., 355 Fourth Avenue, New York, New York.
BEETEM & BROOY, 2121 Jefferson Street, Philadelphia, Pennsylvania.
COLUMBIA RECORD DISTRIBUTORS, INC., 319 North Broad Street, Philadelphia, Pennsylvania.
COLUMBIA RECORD DISTRIBUTORS, INC., Aiken Street at Curtain Avenue, Baltimore 18, Maryland
B. F. CRUMP COMPANY, 1708 East Franklin Street, Richmond 13, Virginia.
DAVID KAUFMANN'S SONS, INC., Mount and Cole Streets, Baltimore, Maryland
GOLDBERG-TILLER COMPANY, 930 Myers Street, Richmond, Virginia
GOODMAN ELECTRIC SUPPLY COMPANY, 3616 Hampton Boulevard, Norfolk, Virginia
ROANOKE WHOLESALERS, INC., 202 Bullitt Avenue, S.E., Roanoke, Virginia
COMSTOCK DISTRIBUTORS, INC., 1349 Spring Street, N.W., Atlanta, Georgia.
DISTRIBUTORS, INC., 422 North Myrtle Avenue, Jacksonville, Florida.
SOUTHERN BEARINGS & PARTS COMPANY, 400 North College Street, Charlotte 1, North Carolina.
MOORE-HANDLEY HARDWARE COMPANY, INC., 27 South 20th Street, Birmingham, Alabama
MOORE-HANDLEY HARDWARE COMPANY, INC., 402 Craighead Street, Nashville, Tennessee
WOODSON AND BOZEMAN, INC., 733 South Somerville, Memphis, Tennessee
COLUMBIA RECORD DISTRIBUTORS, INC., 2145 Fourth Street, Cincinnati 23, Ohio
DANFORTH CORPORATION, 6500 Hamilton Avenue, Pittsburgh, Pennsylvania
GRAYBAR ELECTRIC COMPANY, 533 North Third Street, Columbus, Ohio.
H. LEFF ELECTRIC COMPANY, 2541 Payne Avenue, Cleveland, Ohio.
FUGH FURNITURE COMPANY, 1322 Wilson Street, Charleston, West Virginia.
SEAWAY-COLUMBIA, INC., 730 Main Street, Buffalo 2, New York
SEAWAY DISTRIBUTORS, INC., 3142 Prospect Avenue, Cleveland, Ohio.
COMMERCIAL ELECTRIC COMPANY, 1300 Summit Street, Toledo, Ohio
TOP LINE DISTRIBUTORS, 29th and Smallman Streets, Pittsburgh 29, Pennsylvania.
YORK SUPPLY COMPANY, 331 East Third Street, Toledo, Ohio
COLUMBIA RECORD DISTRIBUTORS, INC., 7440 West Chicago, Detroit, Michigan.
FIELDMEN MUSIC CO., 70 Glenwood Avenue, Minneapolis, Minnesota
GRAYBAR ELECTRIC COMPANY, 412 Monroe Avenue, N.W., Grand Rapids, Michigan
COLUMBIA RECORD DISTRIBUTORS, INC., 140 McLean Place, Indianapolis, Indiana
SUTCLIFFE COMPANY, 605 West Main Street, Louisville, Kentucky.
THE SAMPSON COMPANY, 2244 South Western Avenue, Chicago, Illinois
COLUMBIA RECORD DISTRIBUTORS, INC., 1301 Grand Avenue, Kansas City 6, Missouri.
COLUMBIA RECORD DISTRIBUTORS, INC., 1611 Washington Street, St. Louis, Missouri
MORLEY-MURPHY COMPANY, INC., 3415 West State Street, Milwaukee 8, Wisconsin
B. K. SWEENEY COMPANY, 1601 23rd Street, Denver 17, Colorado
INTERSTATE ELECTRIC COMPANY, 3733 Conti Street, New Orleans, Louisiana
INTRASOUTH DISTRIBUTING COMPANY, 1545 Texas Avenue, Shreveport, Louisiana
ALBERT MATHIAS AND COMPANY, 115 South Mesa, El Paso, Texas
MEDARIS COMPANY, INC., 1200 Dragon Street, Dallas, Texas
MILLER-JACKSON COMPANY, 111-115 East California Street, Oklahoma City, Oklahoma
QUAD-STATE DISTRIBUTORS, 215 3rd Street, Des Moines, Iowa
H. R. BASFORD COMPANY, 235 18th Street, San Francisco, California.
COLUMBIA ELECTRIC & MANUFACTURING CO.,
East 3420 Ferry Avenue, Spokane 24, Washington.
COLUMBIA RECORD DISTRIBUTORS, INC., 2718 Second Avenue, Seattle, Washington.
CRAIG CORPORATION, 3410 South LaCienega Boulevard, Los Angeles, California
CRAIG CORPORATION, 1021 East Pine Street, Seattle 22, Washington.
RY-BAR DISTRIBUTING COMPANY, 1916 N.W. Glisan Street, Portland 9, Oregon.
STANDARD SUPPLY COMPANY, 225 East 6th South, Salt Lake City 10, Utah.
GENERAL MERCHANDISING, 207 North Milwaukee, Milwaukee, Wisconsin.
HONOLULU PAPER COMPANY, LTD., 1168 Kapiolani Boulevard, Honolulu 42, T.H.
JOHN PLAIN COMPANY, 444 West Washington Street, Chicago, Illinois.
TIMELY PRODUCTS, INC., 237 Fourth Avenue, New York, New York.
GRAYBAR ELECTRIC & MANUFACTURING CO., 2111 N.W. 22nd Avenue, Miami, Florida.
GRAYBAR ELECTRIC COMPANY, INC., 1564 Jessie Street, Jacksonville, Florida
GRAYBAR ELECTRIC COMPANY, INC., 400 Herman Street, Orlando, Florida
GRAYBAR ELECTRIC COMPANY, INC., 801 North Rome Avenue, Tampa, Florida
GRAYBAR ELECTRIC COMPANY, INC., 405 North Macarthur Boulevard, Springfield, Illinois
GRAYBAR ELECTRIC COMPANY, INC., 600 South Taylor Avenue, St. Louis 10, Missouri
GRAYBAR ELECTRIC COMPANY, INC., 417 Byrd Street, Little Rock, Arkansas
GRAYBAR ELECTRIC COMPANY, INC., 650 W. Jackson Street, Chicago, Illinois
GRAYBAR ELECTRIC COMPANY, INC., 55 West Canfield Street, Detroit, Michigan
GRAYBAR ELECTRIC COMPANY, INC., 2424 Kansas Avenue, Flint, Michigan.
GRAYBAR ELECTRIC COMPANY, INC., 704 South Adams Street, Peoria, Illinois.
FEDERATED PURCHASERS, INC., 1115 Hamilton Street, Allentown, Pennsylvania
FEDERATED PURCHASERS, INC., Mountainside, New Jersey
FAIRFAX DISTRIBUTING COMPANY, INC., 1328 New York Avenue, Washington, D. C.

D.E.P. 'DEALERS' EXTRA PROFITS

Watch for these NBC-TV network shows: PERRY COMO, GEORGE GOBEL, EDDIE FISHER, PRICE IS RIGHT, TIC TAC DOUGH. They'll all be sponsored by...

RCA VICTOR

FOR SURVEY WEEK ENDING SEPTEMBER 21, 1957

Records are the same as those listed in POP, R&B or C&W review sections.

1526	BUCKY WILLIAMS ..... Three T Club / Lonely Town / Lonely Girl / Dot 15513	1526	ELVIS PRESLEY ..... Jailhouse Rock / Treat Me Nice / RCA Victor 7031
1526	THE BEAVS ..... Schoonerama / Daddy Cool / Cameo 111		Pressed 1 Do Something / Vee Jay 271

OPERATORS BEST BUYS

1527	RAY CHARLES ..... Swanee River Rock / Hallelujah I Love Her So / Atlantic 1103	1527	BUDDY HOLLY ..... Peggy Sue / Everyday / Coral 61847
1527	FRANKIE LYMON ..... Jim Dandy / Baby Baby / Gone 5000	1527	BOBBY DARIN ..... Splish Splish / Dream Lover / Atlantic 1103
1527	BILLY WALKER ..... The Image of Me / Anything That Pleases You / Columbia 41000		

FROM LAST WEEK'S PANEL

Long Lonely Nights / Jack Scott / Capitol 3900
Love Me Do / Paul Anka / Coral 61846
Wonderful Land / The Shadows / Dot 15512

opinion of Billboard staff reviewers chose
ves the ones released last week that are
ely to be future juke box hits.

1528	RYAN RANDOLPH ..... I Still Believe In You / Wildfire / Lion 1	1528	BUDDY HOLLY ..... Peggy Sue / Everyday / Coral 61847
1528	FRANKIE LYMON ..... Jim Dandy / Baby Baby / Gone 5000	1528	BOBBY DARIN ..... Splish Splish / Dream Lover / Atlantic 1103
1528	BILLY WALKER ..... The Image of Me / Anything That Pleases You / Columbia 41000		

Weekly Juke Box Programming Guide

The Billboard

POPULAR

COUNTRY & WESTERN

Records eliminated or displaced on Pop List.

GLORIA GIRL

CHANGES ARE

CHANNELS

PORTABLES

Long known in the industry as the manufacturer with the "fastest selling" line of portables, Columbia continues its unsurpassed reputation in 1958. Starting with the world-famous $29.95 Model 512, Columbia's extensive selection goes through 14 separate models. From manually operated traffic stimulators through superb high-fidelity automatics (plus portable radio-phonograph combinations) Columbia's matchless designs, thrilling fabrics and superior engineering again lead the field.

Illustrated: Model 526

TABLE MODELS—CONSOLETTES

The Pacemaker "360" in a thrilling new ec is joined this year with two more outst ati to fill out the Columbia table model—conso Optional legs with the 360 and 542 allow fr of choice in matching decor while the hands table model assures the compact custom tou Power-packed, popular-priced phonographs all three!

Illustrated: Model 542

D.E.P. THE SECRET OF LISTENING IN

From his new
Avon Productions movie,
an M-G-M release...

JAIL HOUSE ROCK
TREAT ME NICE

47/20-7036

COLUMBIA "MASTERWORK" SERIES

"Masterwork" Series—
Model 850

"Masterwork" Series—
Model 944

There are Columbia Phonographs ranging in price from $29.95 to $1,995.00. The magnificent, Paul McCobb designed "Masterwork" Series are the superlative climax of Columbia's line for 1958, the unchallenged leaders of listening in

DEPTH

CTOR

Billboard Weekly Juke Box Programming Guide

FOR SURVEY WEEK ENDING SEPTEMBER 21, 1957

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

POPULAR

COUNTRY & WESTERN

Records illuminated if displayed in Pop List.

CHANGES ARE

STARDUST

YOU'RE MY ONE AND ONLY LOVE

the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

ED FROM LAST WEEK'S PANEL

n
models
line
om
524

▲ CONSOLES

Depth of design and depth of pricing too as Columbia provides beautiful consoles in every price range in 1958. Genuine wood cabinets in many finishes. Matchless Peter Quay Yang styling with most models employing the thrilling new D.E.P. sound principle. Priced for every pocketbook and engineered for outstanding fidelity.

Illustrated: Model 532

CONSOLES

Columbia's magnificent c
with special features in m
with specially powered A
Storage space, and many
model a convincing answ
All this plus D.E.P. assu

Illustrated: Model 535

COLUMBIA PHONOGRAPHS

DEPTH

From his new
Avon Productions movie,
an M-G-M release...

JAIL HOUSE ROCK
TREAT ME NICE

oles are highlighted
y models. AM-FM radios
FM tuners, extra record
er "extras" make each
o any consumer request.
elling in depth in '58.

▲

CONSOLES

D.E.P. sound system with design qualities make this model an outstanding addition to our regular console line. Soundwise it is a complete high-fidelity system. Designwise, and soundwise it is great, but pricewise it is truly superior value at a middle-range cost.

Illustrated: Model 710

Not since America first turned-on the world-famous Columbia "360" phonograph has there been an advancement in sound reproduction so meaningful to music lovers. The same laboratories which brought you the original (ɒ) record are proud to announce **D.E.P.** (Directed Electromotive Power) which seals the sound chamber for tonal balance throughout the *entire* listening range. Now available in many of Columbia's 1958 Phonographs, **D.E.P.** brings you a smooth and extended bass response and a drastic reduction in speaker distortion. This principle, hitherto impossible in phonographs of this size, means new realms of sound to your customers and selling in Depth for you.

TOR

The Billboard Weekly Juke Box Programming Guide

FOR SURVEY WEEK ENDING SEPTEMBER 21, 1957

POPULAR

COUNTRY & WESTERN

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

15	RAY CHARLES	Hallelujah I Love Her So / Hey Little Girl	DOT 15540
16	BUCKY PIZZARELLI	Hey, I Told You / Lonely Thing	DOT 15534
17	ELVIS PRESLEY	Jailhouse Rock / Treat Me Nice	DOT 15526
18	THE BLUE	Sweet Dreams / Dreamy Eyes	DOT 15526
19	TT REED	Flower / The Signals of Love	DOT 15526

Records mentioned if duplicated in Pop List.

CHARTS ARE

STANDOUT

YOU'RE MY ONE AND ONLY LOVE

GUITARS GIRL

In the opinion of Billboard staff reviewers these records are the cases released last week that are most likely to be future juke box hits.

20	ELVIS HANDS STONE	I Just Walking in The Rain / Wedding Cake	DOT 15540
21	BUNDY BUCKLY	Power Boat / Chest Cold	DOT 15540
22	FRANKIE LYMON	My Girl / Be Good Me Love	DOT 15540
23	ROD STEWART	Wide Eyed Baby / Blue Eyes	DOT 15540
24	BILLY WALKER	The Image of Me / Anything Your Heart Desires	DOT 15540

TED FROM LAST WEEK'S PANEL

Long Lonely Nights / Pick Check
I'm Walkin' / Peace Land
All Over / Columbia 40911
Wonderful Time Up / Bad Boy 15000

COLUMBIA "MASTERWORK" SERIES

"Masterwork" Series—
Model 850

"Masterwork" Series—
Model 944

There are Columbia Phonographs ranging in price from $29.95 to $1,995.00. The magnificent, Paul McCobb designed "Masterwork" Series are the superlative climax of Columbia's line for 1958, the unchallenged leaders of listening in

DEPTH

From his new
Avon Productions movie,
an M-G-M release...

JAIL HOUSE ROCK
TREAT ME NICE

47/20-7036

DEPTHS

MEANS FOR YOU...

DEPTH IN ADVERTISING. 1958 is Columbia's big year! To boost your sales, there's an all-out advertising campaign featuring a two-page color spread and full color pages in LIFE, NEW YORKER and The NEW YORK TIMES. Pick up Mat-Ads for use in your local newspapers and count on the impact of spots on RADIO and TELEVISION. National and local advertising, working for your D.E.P.*

DEPTH IN IMPACT. Backed by intensive advertising, and being the apex of achievement in design and sound engineering, you can count on the impact of this year's presentation to work for you. Full-color Line Booklets, Consumer-line brochures in full color, individual **D.E.P.** brochures, Full Color Wall Charts and window displays as well as LIFE merchandising aids will assure your feeling that impact in your D.E.P.*

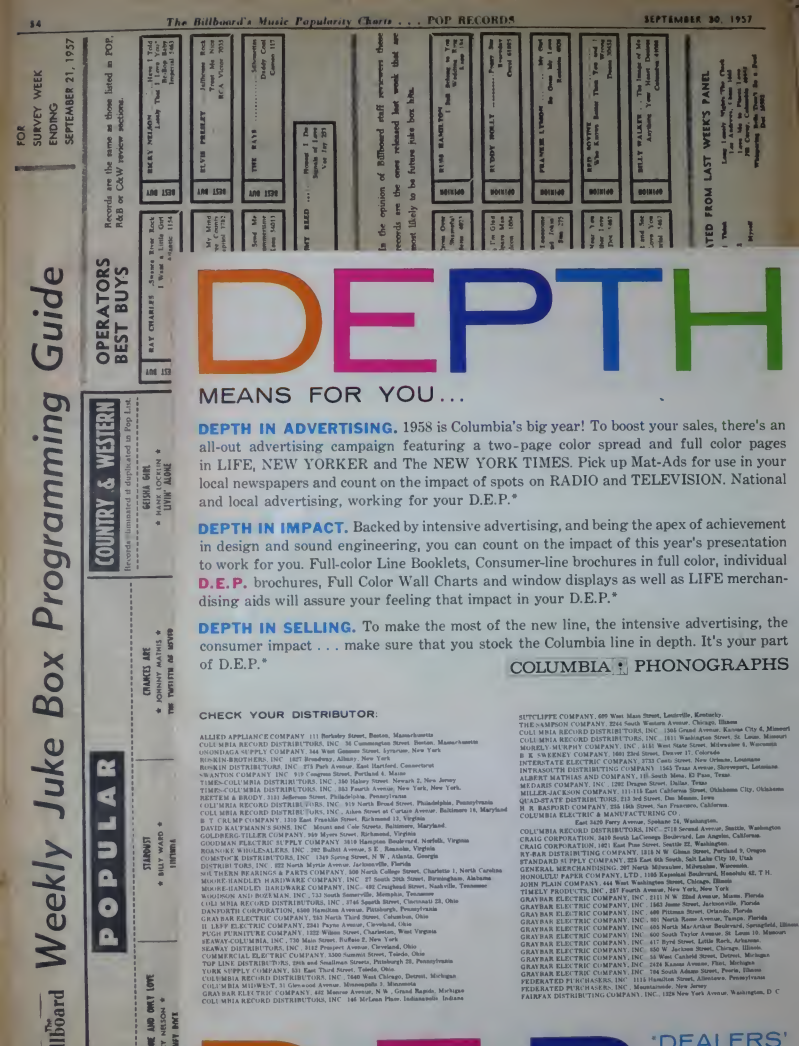
DEPTH IN SELLING. To make the most of the new line, the intensive advertising, the consumer impact . . . make sure that you stock the Columbia line in depth. It's your part of D.E.P.*

COLUMBIA ® PHONOGRAPHS

CHECK YOUR DISTRIBUTOR:

ALLIED APPLIANCE COMPANY, 115 Berkeley Street, Boston, Massachusetts
COLUMBIA RECORD DISTRIBUTORS, INC. 36 Commington Street, Boston, Massachusetts
ONONDAGA SUPPLY COMPANY, 344 West Genesee Street, Syracuse, New York.
HOSKIN BROTHERS, INC. 1407 Broadway, Albany, New York.
HOSKIN DISTRIBUTORS, INC. 273 Park Avenue, East Hartford, Connecticut.
WANTON COMPANY, INC., 918 Congress Street, Portland 4, Maine
TIMES-COLUMBIA DISTRIBUTORS, INC. 260 Halsey Street, Newark 2, New Jersey
TIMES-COLUMBIA DISTRIBUTORS, INC. 353 Fourth Avenue, New York, New York.
BEITTEN & BIRDY, 3131 Jefferson Street Philadelphia, Pennsylvania
COLUMBIA RECORD DISTRIBUTORS, INC., 919 North Broad Street, Philadelphia, Pennsylvania
COLUMBIA RECORD DISTRIBUTORS, INC., Aiken Street at Curtain Avenue Baltimore 18, Maryland
B. T. CHUMP COMPANY 1310 East Franklin Street, Richmond 18, Virginia
DAVID KAUFMANN'S SONS, INC., Mount and Cole Streets, Baltimore, Maryland
GOLDBERG-TILLER COMPANY, 916 Myers Street, Richmond, Virginia
GOODMAN ELETRIC SUPPLY COMPANY, 5610 Hampton Boulevard, Norfolk, Virginia
ROANOKE WHOLESALERS, INC., 202 Bullitt Avenue S.E., Roanoke, Virginia
COMSTOCK DISTRIBUTORS, INC. 1348 Spring Street, N.W., Atlanta, Georgia
DISTRIBUTORS, INC., 422 North Myrtle Avenue, Jacksonville, Florida
SOUTHERN BEARINGS & PARTS COMPANY, 500 North College Street, Charlotte 1, North Carolina
MOORE-MANDLEY HARDWARE COMPANY, INC., 27 South 20th Street, Birmingham, Alabama
MOORE-MANDLEY HARDWARE COMPANY, INC., 402 Craighead Street, Nashville, Tennessee
WILCOXSON AND BOZEMAN, INC., 24 South Somerville, Memphis, Tennessee
COLUMBIA RECORD DISTRIBUTORS INC. 3745 Spectrk Street, Cincinnati 23, Ohio
DANNORTH CORPORATION, 6400 Hamilton Avenue, Pittsburgh, Pennsylvania
GRAYBAR ELECTRIC COMPANY, 553 North Third Street, Columbus, Ohio
W. LIPPP ELECTRIC COMPANY, 2441 Payne Avenue, Cleveland, Ohio
PUGH FURNITURE COMPANY, 1222 Wilson Street, Charleston, West Virginia
SEAWAY-COLUMBIA, INC. 726 Main Street, Buffalo 2, New York
SEAWAY DISTRIBUTORS, INC., 3142 Prospect Avenue, Cleveland, Ohio
COMMERCIAL ELECTRIC COMPANY, 3000 Summit Street, Toledo, Ohio
TOP LINE DISTRIBUTORS, 2918 and Smallman Streets, Pittsburgh 29, Pennsylvania
YORK-SUPPLY COMPANY, 1 East Third Street Toledo, Ohio
COLUMBIA RECORD DISTRIBUTORS, INC. 7640 West Chicago, Detroit, Michigan
COLUMBIA MIDWEST, 31 Glenwood Avenue Minneapolis 3, Minnesota
GRAYBAR ELECTRIC COMPANY, 402 Monroe Avenue, N.W. Grand Rapids Michigan
COLUMBIA RECORD DISTRIBUTORS, INC. 140 McLean Place Indianapolis Indiana
SUTCLIFFE COMPANY 600 West Main Street, Louisville, Kentucky
THE SAMPSON COMPANY, 2244 South Western Avenue, Chicago, Illinois.
COLUMBIA RECORD DISTRIBUTORS, INC. 1366 Grand Avenue, Kansas City 6, Missouri
COLUMBIA RECORD DISTRIBUTORS, INC. 1611 Washington Street, St. Louis, Missouri
MOBELY-MURPHY COMPANY, INC., 4181 West State Street, Milwaukee 8, Wisconsin
B. K. SWEENEY COMPANY 1601 22nd Street, Denver 17, Colorado
INTERSTATE ELECTRIC COMPANY, 1733 Conti Street, New Orleans, Louisiana
INTRASOUTH DISTRIBUTING COMPANY, 1545 Texas Avenue, Shreveport, Louisiana
ALBERT MATHIAS AND COMPANY, 118 South Mesa, El Paso, Texas.
MEDARY COMPANY, INC. 1202 Dragoon Street, Dallas, Texas
MILLER-JACKSON COMPANY, 1115 East California Street, Oklahoma City, Oklahoma
QUAD-STATE DISTRIBUTORS, 213 3rd Street, Des Moines, Iowa
H. S. BASFORD COMPANY, 258 16th Street, San Francisco, California
COLUMBIA ELECTRIC & MANUFACTURING CO.,
East 5420 Ferry Avenue, Spokane 24, Washington
COLUMBIA RECORD DISTRIBUTORS, INC., 2711 Second Avenue, Seattle, Washington
CRAIG CORPORATION, 3410 South LaCienega Boulevard, Los Angeles, California
CRAIG CORPORATION, 1021 East Pine Street, Seattle 22, Washington
RY-BAR DISTRIBUTING COMPANY, 1314 N.W. Glisan Street, Portland 9, Oregon
STANDARD SUPPLY COMPANY, 228 East 4th South, Salt Lake City 10, Utah
GENERAL MERCHANDISING, 207 North Milwaukee, Milwaukee, Wisconsin
HONOLULU PAPER COMPANY, LTD., 1188 Kapiolani Boulevard, Honolulu 42, T H
JOHN PLAIN COMPANY, 444 West Washington Street, Chicago, Illinois
TIMELY PRODUCTS, INC., 237 Fourth Avenue, New York, New York
GRAYBAR ELECTRIC COMPANY, INC., 2111 N.W. 22nd Avenue, Miami, Florida
GRAYBAR ELECTRIC COMPANY, INC., 1363 Jessie Street, Jacksonville, Florida
GRAYBAR ELECTRIC COMPANY, INC., 400 Pittman Street, Orlando, Florida
GRAYBAR ELECTRIC COMPANY, INC., 801 North Rome Avenue, Tampa, Florida
GRAYBAR ELECTRIC COMPANY, INC., 406 North MacArthur Boulevard, Springfield, Illinois.
GRAYBAR ELECTRIC COMPANY, INC., 600 South Taylor Avenue, St. Louis 10, Missouri
GRAYBAR ELECTRIC COMPANY, INC., 417 Byrd Street, Little Rock, Arkansas
GRAYBAR ELECTRIC COMPANY, INC., 456 W. Jackson Street, Chicago, Illinois.
GRAYBAR ELECTRIC COMPANY, INC. 55 West Canfield Street, Detroit, Michigan
GRAYBAR ELECTRIC COMPANY, INC., 2424 Kalamazoo Avenue, Flint, Michigan
GRAYBAR ELECTRIC COMPANY, INC., 704 South Adams Street, Peoria, Illinois
FEDERATED PURCHASERS, INC. 1118 Hamilton Street, Allentown, Pennsylvania
FEDERATED PURCHASERS, INC., Mountainside, New Jersey
FAIRFAX DISTRIBUTING COMPANY, INC., 1320 New York Avenue, Washington, D. C.

D.E.P. 'DEALERS' EXTRA PROFITS


Billboard Weekly Juke Box Programming Guide
FOR SURVEY WEEK ENDING SEPTEMBER 21, 1957
Records are the same as those listed in POP, R&B or C&W review sections.
OPERATORS BEST BUYS
COUNTRY & WESTERN
Records immaterial if duplicated in Pop List.
POPULAR
DEPTH
MEANS FOR YOU...
DEPTH IN ADVERTISING. 1958 is Columbia's big year! To boost your sales, there's an all-out advertising campaign featuring a two-page color spread and full color pages in LIFE, NEW YORKER and The NEW YORK TIMES. Pick up Mat-Ads for use in your local newspapers and count on the impact of spots on RADIO and TELEVISION. National and local advertising, working for your D.E.P.*
DEPTH IN IMPACT. Backed by intensive advertising, and being the apex of achievement in design and sound engineering, you can count on the impact of this year's presentation to work for you. Full-color Line Booklets, Consumer-line brochures in full color, individual D.E.P. brochures, Full Color Wall Charts and window displays as well as LIFE merchandising aids will assure your feeling that impact in your D.E.P.*
DEPTH IN SELLING. To make the most of the new line, the intensive advertising, the consumer impact . . . make sure that you stock the Columbia line in depth. It's your part of D.E.P.*
COLUMBIA PHONOGRAPHS
CHECK YOUR DISTRIBUTOR:
ALLIED APPLIANCE COMPANY, 111 Berkeley Street, Boston, Massachusetts
COLUMBIA RECORD DISTRIBUTORS, INC. 56 Commonwealth Street, Boston, Massachusetts
COLUMBIA RECORD DISTRIBUTORS, INC. 1 Lyndon Street, Lyndonville, New York
BENSON-BROTHERS, INC. 1827 Broadway, Albany, New York
BENSON DISTRIBUTORS, INC. 273 Park Avenue East Hartford, Connecticut
CHANTON COMPANY, INC. 919 Congress Street, Portland 4, Maine
TIMES-COLUMBIA DISTRIBUTORS, INC. 346 Halsey Street Newark 2, New Jersey
TIMES-COLUMBIA DISTRIBUTORS, INC. 363 Fourth Avenue, New York, New York
BEETEM & BRADY, 3131 Jefferson Street, Philadelphia, Pennsylvania
COLUMBIA RECORD DISTRIBUTORS, INC. 919 North Broad Street, Philadelphia, Pennsylvania
COLUMBIA RECORD DISTRIBUTORS, INC., Aiken Street at Craigie Avenue, Baltimore 18, Maryland
R. T. CRUMP COMPANY, 1316 East Franklin Street, Richmond 13, Virginia
DAVID RAUFMANN'S SONS, INC. Mount and Cole Streets, Baltimore, Maryland.
GOLDBERG-TILLER COMPANY, 909 Myers Street, Richmond, Virginia
GOODMAN ELECTRIC SUPPLY COMPANY 3819 Hampton Boulevard, Norfolk, Virginia
ROANOKE WHOLESALERS, INC. 202 Bullitt Avenue, S.E. Roanoke, Virginia
COMSTOCK DISTRIBUTORS, INC. 1349 Spring Street, N.W., Atlanta, Georgia
DISTRIBUTORS, INC. 232 North Myrtle Avenue Jacksonville, Florida
SOUTHERN BEARINGS & PARTS COMPANY, 509 North College Street, Charlotte 1, North Carolina
MOORE-HANDLEY HARDWARE COMPANY, INC. 27 South 20th Street, Birmingham, Alabama
MOORE-HANDLEY HARDWARE COMPANY, INC. 402 Craighead Street, Nashville, Tennessee
WOODSON AND BOEHMAN, INC., 732 South Somerville, Memphis, Tennessee
COLUMBIA RECORD DISTRIBUTORS, INC., 3746 Spurth Street, Cincinnati 23, Ohio
DANFORTH CORPORATION, 6500 Hamilton Avenue, Pittsburgh, Pennsylvania
GRAYBAR ELECTRIC COMPANY, 303 North Third Street, Columbus, Ohio
H. LEFF ELECTRIC COMPANY, 2241 Payne Avenue, Cleveland, Ohio
PUGH FURNITURE COMPANY, 1322 Witten Street, Charleston, West Virginia
SEAWAY-COLUMBIA, INC., 730 Main Street, Buffalo 2, New York
SEAWAY DISTRIBUTORS, INC., 3132 Prospect Avenue, Cleveland, Ohio
COMMERCIAL ELECTRIC COMPANY, 3300 Summit Street, Toledo, Ohio
TOP LINE DISTRIBUTING, 20th and Sassafras Streets, Pittsburgh 23, Pennsylvania
YORK SUPPLY COMPANY, 831 East Third Street, Toledo, Ohio.
COLUMBIA RECORD DISTRIBUTORS, INC. 7640 West Chicago, Detroit, Michigan
COLUMBIA MIDWEST, 31 Glenwood Avenue, Minneapolis 3, Minnesota
GRAYBAR ELECTRIC COMPANY, 402 Monroe Avenue, N.W., Grand Rapids, Michigan
COLUMBIA RECORD DISTRIBUTORS, INC 146 McLean Place, Indianapolis Indiana
SUTCLIFFE COMPANY, 609 West Main Street, Louisville, Kentucky.
THE-SAMPSON COMPANY, 2264 South Halsted Street, Chicago, Illinois
COLUMBIA RECORD DISTRIBUTORS, INC. 1346 Grand Avenue, Kansas City 6, Missouri
COLUMBIA RECORD DISTRIBUTORS, INC. 1611 Washington Street, St. Louis, Missouri
MORELY-MURPHY COMPANY, INC. 3145 West State Street, Milwaukee 1, Wisconsin
E. B. SWEENEY COMPANY, 1601 22nd Street, Denver 17, Colorado
INTERSTATE ELECTRIC COMPANY, 2733 Canal Street, New Orleans, Louisiana
INTRASOUTH DISTRIBUTING COMPANY, 1543 Texas Avenue, Shreveport, Louisiana
ALBERT MATHIAS AND COMPANY, 115 South Mesa, El Paso, Texas
MEDARIS COMPANY, INC., 1202 Pecan Street, Dallas, Texas
MILLER-JACKSON COMPANY, 111-114 East California Street, Oklahoma City, Oklahoma
H. R. RASPUSI COMPANY 270 14th Street, San Francisco, California
COLUMBIA ELECTRIC & MANUFACTURING CO.
East 4th Ferry Avenue, Spokane 24, Washington.
COLUMBIA RECORD DISTRIBUTORS, INC., 2718 Second Avenue, Seattle, Washington
CRAIG CORPORATION, 3419 South LaCienega Boulevard, Los Angeles, California
CRAIG CORPORATION, 1401 East Pine Street, Seattle 22, Washington
RY-RAN DISTRIBUTING COMPANY, 1218 N.W. Glisan Street, Portland 9, Oregon
STANDARD SUPPLY COMPANY, 225 East 6th South, Salt Lake City 10, Utah
GENERAL MERCHANDISING, 207 North Milwaukee, Milwaukee, Wisconsin
HONOLULU PAPER COMPANY, LTD., 1105 Kapiolani Boulevard, Honolulu 42, T.H.
JOHN PLAIN COMPANY, 444 West Washington Street, Chicago, Illinois
TIMELY PRODUCTS, INC., 225 Fourth Avenue, New York, New York
GRAYBAR ELECTRIC COMPANY, INC. 2111 N.W. 22nd Avenue, Miami, Florida
GRAYBAR ELECTRIC COMPANY, INC. 1640 Stone Street, Jacksonville, Florida
GRAYBAR ELECTRIC COMPANY, INC. 400 Pittman Street, Orlando, Florida
GRAYBAR ELECTRIC COMPANY, INC. 601 North Rome Avenue, Tampa, Florida
GRAYBAR ELECTRIC COMPANY, INC. 403 North MacArthur Boulevard, Springfield, Illinois
GRAYBAR ELECTRIC COMPANY, INC. 600 South Taylor Avenue, St. Louis 10, Missouri
GRAYBAR ELECTRIC COMPANY, INC. 417 Byrd Street, Little Rock, Arkansas.
GRAYBAR ELECTRIC COMPANY, INC. 650 W. Jackson Street, Chicago, Illinois.
GRAYBAR ELECTRIC COMPANY, INC. 56 West Canfield Street, Detroit, Michigan
GRAYBAR ELECTRIC COMPANY, INC. 2436 Kalamazoo Avenue, Flint, Michigan
GRAYBAR ELECTRIC COMPANY, INC. 704 South Adams Street, Peoria, Illinois
GRAYBAR ELECTRIC COMPANY, INC. 1115 Hamilton Street, Allentown, Pennsylvania
FEDERATED PURCHASERS, INC. 1115 Mountainside, New Jersey
FEDERATED PURCHASERS, INC. 1328 New York Avenue, Washington, D.C.
FAIRFAX DISTRIBUTING COMPANY, INC., 1328 New York Avenue, Washington, D.C.
D.E.P.
'DEALERS' EXTRA PROFITS

From his new
Avon Productions movie,
an M-G-M release...

JAIL HOUSE ROCK
TREAT ME NICE
47/20-7036

ELVIS

Watch for these NBC-TV network shows: PERRY COMO, GEORGE GOBEL, EDDIE FISHER, PRICE IS RIGHT, TIC TAC DOUGH. They'll all be sponsored by...

RCA VICTOR

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

This Week's Best Buys

Special telephone reports indicate these record releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

JAILHOUSE ROCK (Presley, BMI)—Elvis Presley—RCA Victor 7035—A smash in all markets. Those that don't have it as yet report huge advance orders. A previous Billboard "Spotlight" pick.

HAVE I TOLD YOU LATELY THAT I LOVE YOU (Duchess, BMI)

BE BOP BABY (Travis, BMI)—Ricky Nelson—Imperial 5463—The young artist, who hasn't missed yet appears to have another two-sided hit going. "Have I" is more requested at this point, but demands are also heavy for "Baby." A previous Billboard "Spotlight" pick.

WITH YOU ON MY MIND (Muirfield, ASCAP)—Nat King Cole—Capitol 3782—Cole's subdued rocker groove seems to have clicked again. Coins are piling up in all markets. Flip is "Raintree County," (Robbins, ASCAP). A previous Billboard "Spotlight" pick.

SILHOUETTES (Regent, BMI)—The Rays—Cameo 117—This is one of the strongest sides to come along in a while. Action is very strong in all marts, and the platter looks like a big one. Flip is "Daddy Cool," (Regent, BMI). A previous Billboard "Spotlight" pick.

Recent Pop Releases Coming up Strong

FOR SURVEY WEEK ENDING SEPTEMBER 21

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

An Affair to Remember . . . . . *Vic Damone* (ASCAP) Columbia 40945

Alone . . . . . *Shepherd Sisters* (BMI) Lance 125

Deep Purple . . . . . *Billy Williams and the Dominoes* (ASCAP) Liberty 55099

Have I Told You Lately That I Love You
Be-Bop Baby . . . . . *Ricky Nelson* (BMI) Imperial 5463

Keep A' Knockin' . . . . . *Little Richard* (BMI) Speciality 861

Lips of Wine . . . . . *Andy Williams* (BMI) Cadence 1336

My One Sin . . . . . *The Four Coins* (BMI) Epic 9229

Peanuts . . . . . *Little Joe and the Thrillers* (BMI) OKEH 7088

Plaything . . . . . *Ted Newman* (BMI) Rev 3505

With You on My Mind . . . . . *Nat King Cole* (ASCAP) Capitol 3782

SAVE MONEY
ORDER YOUR BILLBOARD SUBSCRIPTION TODAY

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one full year (52 issues).
I enclose $15 payment (saves $3.20 on single copy rates). 865
☐ payment enclosed ☐ bill me

Name_____
Occupation or title_____
Company_____
Address_____
City_____ Zone____ State_____

• Review Spotlight on . . .

POP RECORDS

FATS DOMINO . . . Imperial 5467 . . . . . **WAIT AND SEE** (Travis, BMI)

I STILL LOVE YOU . . . . . (Travis, BMI)
The artist has a new sound on the top side. Noticeable muting is the familiar piano backing, but the listenable, new groove could push the platter all the way in both pop and r&b markets. Tune is done in the new flick, "Jamboree." Flip, "I Still Love You," is a rocker with good rhythm accompaniment that also gets a strong reading.

JIMMY BOWEN . . . Roulette 4023 . . . . . **CROSS OVER** (Kahl, BMI)

IT'S SHAMEFUL . . . . . (Planetary, ASCAP)
Bright, cheerful sound by Bowen on "Cross Over," a rockabilly, is his strongest effort in recent tries. Peppy backing and chorus support make the side dangerous. Flip, "Shameful," is also a rockabilly tune and is given a light easy reading. Both sides should attract.

FRANKIE LYMON . . . Roulette 4026 . . . . . **MY GIRL** (Planetary, ASCAP)

SO GOES MY LOVE . . . . . (Favorite, ASCAP)
First solo performance by the young artist on a new label is a swingin' go on a medium-beat blues-rocker, based on "This Train." Good ork and chorus support and some surprising "scat" warbling by the artist on the reprise makes the side a strong entry. "So Goes," the flip, is a pretty ballad that gets an attractive, sensitive delivery against lush backing.

RUSS HAMILTON . . . Kapp 194 . . . . . **I STILL BELONG TO YOU** (Robbins, ASCAP)

WEDDING RING . . . . . (Artists, ASCAP)
Soft, pleasant styling on "I Still" has the "Rainbow" sound, and the British artist could easily have a repeater here. Flip, "Wedding Ring," has the artist on a cute medium-beat tune, with lem chorus support. Both can be big ones.

BUDDY HOLLY . . . Coral 61855 . . . . . **PEGGY SUE** (Nor-Va-Jak, BMI)

EVERYDAY . . . . . (Peer, International, BMI)
Holly, one of the Crickets, makes a strong solo bid on "Peggy Sue," a rockabilly item that can cop plenty of pop and c&w coin. Flip, "Everyday," is another strong dual-market side with a folkish flavor. Vocal gimmicks by the artist on the medium-beat tune could make a winner.

MARLENE DIETRICH . . . Dot 15645 . . . . . **NEAR YOU** (Supreme, ASCAP)

ANOTHER SPRING, ANOTHER LOVE . . . . . (Mellin, ASCAP)
A great performance by Miss Dietrich on the hit of some years ago. Sexy chanting by the artist against rhythm backing really comes across. The side could well be a smash. Flip is a lonely, sultry reading of a "Wein"-type waltz with simple, but effective arking. What a chick!

POP DISK JOCKEY PROGRAMMING

ROY HAMILTON . . . Epic 9232 . . . . . **(ALL OF A SUDDEN) MY HEART SINGS** (Leeds, ASCAP)

Hamilton's reading of the pretty tune should flip listeners. The beautiful, emotional interpretation is expressively rendered and should find huge favor. Flip, "I'm Gonna Lock You in My Heart (and Lose the Key)" (Ebb, BMI), is a rocker with listenable rhythm backing and chorus support.

Reviews and Ratings

MANTOVANI

Let Me Be Loved 50
LONDON 1761 — This theme from "The James Dean Story" features the same trumpeter who distinguished the maestro's "Around the World" click. Lush, lovely side could score via heavy deejay plugs. (Livingston & Evans, ASCAP)

Call of the West . . . 83
There's a noteworthy harmonics solo on this atmospheric side, plus a realistic coyote howl. Another good lock item. (Burlington, ASCAP)

DON CHERRY

I Keep Running Away From You 85
COLUMBIA 41014—Smart arrangement and smart chanting by Cherry on the rapid-paced Irving Berlin tune. Choo-choo rhythm by guitar and eager solidly-big fem voices lend lot of class. This could go big. (Berlin, ASCAP)

A Ferry Boat Called Minerva 80
A snappy rhythm job with a cute tale. More smart scoring and chanting make this a contender for action too. Reminds of "The Trolley Song." (Planetary, ASCAP)

BILL DARNEL

Recipe for Love 85
JUBILEE 5298—Darnell's cover of the upcoming Shelb Wooley rocker is likely to give the original a mighty battle. Disk can happen. (Cordial, BMI)

Heavenly Father . . . 70
Darnel revives old Edna McGriff success. Effective side, but the flip will get the action. (Benell, BMI)

THE McGUIRE SISTERS

Kiss Them for Me 84
CORAL 61888—Bright, cheerful march-like tune is the title tune from a forthcoming movie. Happy sound could go well. (Miller, ASCAP)

Forgive Me . . . 79
Listenable harmony by the sisters on a ballad with good ork backing. Side could score. (Montauk, BMI)

(Continued on page 88)

Dot's PARADE of BEST SELLERS

15643 PLAYTHING—THE HONEY SONG —NICK TODD
DEP-1057 "FOUR BY PAT" —PAT BOONE
15602 REMEMBER YOU'RE MINE—THERE'S A GOLD MINE IN THE SKY —PAT BOONE
15586 REBEL —CAROL JARVIS
15612 MISTER FIRE EYES —BONNIE GUITAR
15636 I'M SPINNING —KRIPP JOHNSON—Lead Singer of "Whispering Bells."
15592 WHISPERING BELLS —THE DELL-VIKINGS
15606 LOVE BY THE JUKEBOX LIGHT—ON MY MIND AGAIN —GALE STORM
15611 FROM A JACK TO A KING—SLOW TRAIN —JIM LOWE
15626 MY CABIN OF DREAMS—DEDICATED TO YOU —THE HILLTOPPERS
15635 DEDICATED TO YOU—SHORT WALK —SONNY KNIGHT
15627 A SWEET KIND OF LOVE—NEED ME —JIMMY NEWMAN
15638 I'LL STILL WRITE YOUR NAME IN THE SAND— 'TIS SWEET TO BE REMEMBERED —MAC WISEMAN
15644 HEY SUGAR—YOUR DRIVER'S LICENSE, PLEASE —RAY FANN

NEW RELEASES

15646 Swanee River Rock— The Man Who Made An Angel Cry—SANFORD CLARK
15645 Another Spring, Another Love—Near You—MARLENE DIETRICH

BEST SELLING ALBUMS

DLP-3071 PAT'S GREAT HITS —PAT BOONE
DLP-3064 MELODIES IN GOLD —BILLY VAUGHN AND HIS ORCHESTRA
DLP-3063 THE THIRTIES IN RAGTIME —JOHNNY MADDOX
DLP-3017 SENTIMENTAL ME —GALE STORM
DLP-3075 WORD JAZZ (Jazz Horizons) —KEN NORDINE
DLP-3054 Music From the Sound Track of CECIL B. DE MILLE'S "THE TEN COMMANDMENTS"
DLP-3050 "PAT" —PAT BOONE
DLP-3030 HOWDY! —PAT BOONE
DLP-3052 FAVORITES OF MR. BANJO HIMSELF —EDDIE PEABODY
DEP-1056 A CLOSER WALK WITH THEE —PAT BOONE
DEP-1061 RAINBOW —JIM LOWE
DEP-1060 THE SHIFTING, WHISPERING SANDS —BILLY VAUGHN
DEP-1058 COME GO WITH US —THE DELL-VIKINGS

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif • Phone HO 2-3141
THE NATION'S BEST SELLING RECORDS

BEST SELLERS!
THE "5" ROYALES
THINK
King 5053
TINY TOPSY
AW! SHUCKS BABY
Federal 12302
THE GUYTONES
OOH BOP SHA BOO
Deluxe 6144
THE MIDNIGHTERS
LET 'EM ROLL
Federal 12305
NEW RELEASES
BILL DOGGETT
SOFT
b/w
HOT GINGER
King 5080
LITTLE WILLIE JOHN
DINNER DATE
b/w
UH UH BABY
King 5083
DONNIE ELBERT
HAVE I SINNED
b/w
LEONA
Deluxe 6148
KING
RECORDS

RECORD PRESSINGS
Shellac—Vinylite—Flex
78 RPM—45—33 1/3
Test Pressings Free
Small or Large Quantity
Labels—Processing—Masters
SONGCRAFT, INC.
1650 Broadway New York 19, N. Y.

• Reviews of New Pop Records

• *Continued from page 56*

FRANK D'RONE
My Special Angel ... 83
MERCURY 71191—A cover of the Bobby Helms disk, this side by D'Rone has a sensitive quality, showcased by a chorus and solid arrangement. Watch it. (Merge, BMI)
Once in a Million Years .72
A sophisticated piece of material competently sung, to a modern, swingy backing. (Muirfield, ASCAP)

MARK DINNING
School Fool 80
M-G-M 12553—Teen-slanted medium beat tune by the Bryants is attractively warbled by the artist. Light guitar and chorus backing assist. (Acuff-Rose, BMI)
When You're Tired of Breaking Other Hearts 77
Soft vocal on a pretty waltz weeper is backed by chorus. Good warbling stint could draw action especially in beer joints. (Acuff-Rose, BMI)

OWEN BRADLEY ORK & ANITA KERR SINGERS
The Hour of Parting 70
DECCA 30450—Mildly rocking interpretation of the oldie features Dorsey-type alto solo with vocal. Listenable chirping by the Kerr Singers. Good jockey and dance side. (Harms, ASCAP)
Donkero 77
The standard is revived with a sparkling vocal by the singers against a rocking beat by Bradley. Eminently danceable. (BAF, BMI)

EDDIE FISHER
That's the Way It Goes 70
RCA VICTOR 7051—Fisher's performance is a strong one backed with lush instrumentation and chorus. Disk has a big sound and merits strong exposure. (Symphony House, ASCAP)
Bayonara 76
Be... song is from the Warner's film, not the same as the Jodie Sands disk. Oriental flavored material, well sung with lush production by ork and chorus. (Berlin, ASCAP)

JO STAFFORD
What's Botherin' You Baby 77
COLUMBIA 41000—A nice slow, relaxed reading by the thrush on a pleasant tune. Chorus blends well with Stafford pipes. A good showcasing that can get it good share of spin action. (April, ASCAP)
Star of Love 75
Miss Stafford in an okay thrushing job of a tune with moderate appeal. Gal gets a big backing from Paul Weston big band. Flip is the side to watch. (E. H. Morris, ASCAP)

DAVID SEVILLE
Cecilia ... 78
LIBERTY 55105—A slow, softshoe rhythm of the oldie with another cute gimmick vocal in which the cat is dancing with the chick and thruout the disk he can't recall the name. On the "Gotta Get to Your House," novelty kick and jocks might like it for that. (ABC, ASCAP)
Pretty Dark Eyes .66
Upbeat rhythmic reading of the standard with unexpected shouted chorus spots. Not too distinctive and the flip would rate an edge. (Mappa, ASCAP)

EDDIE DANO
While Our Hearts Were Young 76
VIK 0293—A pretty song, ballad in feeling, with restrained triplet figure in the arrangement. Solid production, with a chorus backing Dano's sensitive vocal. (Maggie, BMI)
Hot Kisses 76
A bright one, with a catchy lyric and melody, and a swingy beat. Dano's vocal is solid. A female chorus adds charm. (Jay, ASCAP)

DICK HAYMES
Lonesome and Sorry 76
JUBILEE 5299—First by the artist on this label is a mildly rocking go of a medium-beat tune with chorus backing. Jocks might like it. (Mills, ASCAP)
I'll Still Be True 74
Good vocal by Haymes on an adaptation of "La Golondrina." The ballad with light guitar accompaniment could stir interest. (Commonwealth, Cinema, ASCAP)

JIMMY DUNCAN
Run Little Joey 76
DECCA 30455—Effective rockabilly chant with multi-market appeal. Duncan is backed by rhythmic plucking, beating and chorus. (Merge, BMI)
You Wanted Fun, I Wanted Love 73
Like the flip, a Duncan original warbled with sizzle flavor and a good beat. Flip is the more distinctive side, but both have strength. (Merge, BMI)

JO STAFFORD
Beyond the Stars 75
COLUMBIA 41007—A soft, soft ballad reading, reminiscent of considerably earlier Stafford sides. Very pleasant stuff, and highly suitable for mood jockey segs. (E. B. Marks, BMI)
Echoes in the Night 73
A gentle Latin beat backs this romantic ballad, with male chorus working in the background. Jocks will like but flip may have a bit more in the mood field. (Leeds, ASCAP)

LAWRENCE WELK
Ricky-Dicky-Doo 74
CORAL 61870—Cute vocal by the Lennon Sisters on an attractive bouncy item. Fair chances. (Lyajen, ASCAP)
To Be With You 73
Pleasant vocal by Larry Dean and the Sparklers on a ballad with light shuffling backing by Welk. Those who go for the Welk sound may like it. (Merge, BMI)

SAMMY DAVIS JR.
Mad Ball 74
DECCA 30441—This tune is from a pic called "Operation Mad Ball," and the Davis reading stamps it as a lively night club specialty number. Stirring shouting by Davis figures to get some jockey play. (Columbia Pictures, ASCAP)
Cool Credo 71
Here's a tune from the upcoming "Copper and Brass," which lets the cool cats in with new things like rockets, jets, etc. Strictly show-type material with limited sales chances. (Chappell, ASCAP)

SKINNAY ENNIS
Got a Date With an Angel 74
M-G-M 12558—Ennis' old vehicle with Hal Kemp appears in for revival via Billy Williams, and this recreation of the original should pay its way nicely with jocks and nostalgia seekers. Eschews the old intro, but otherwise it's close to Kemp's. (Chappell, ASCAP)
LAMPLIGHT 70
The second best-known Ennis vehicle is ideal coupling, of course, for flip. (Chappell, ASCAP)

IKE COLE
You Melt Me 73
BALLY 1047—A slow, insinuating beat showcases Cole's vocal. A well-made disk, with precise instrumentation, with polished chanting by Nat's brother. (Crosstown, BMI)
Hear Me Good 73
Ike Cole's (Nat's brother) gives this oldie a swinging performance. Lew Douglas' ork backs him with solid instrumentation. Well made side. (Famous, ASCAP)

THE TARRIERS
Dooya 73
GLORY 264—Folk flavored song, sung with spirit by the Tarriers, to an attractive string accompaniment. (Song..., BMI)
Quinto (My Little Pony) ...76
Unusually pretty song. Will appeal to deejays looking for different material. The Tarriers sing it with heart. (Hollis, BMI)

CLAUDIA McNEIL
Did You Ever Hear the Blues? 71
COLUMBIA 41017 — From "Simply Heavenly," this moody, slow-paced blues gets a good performance by deep voiced thrush, with wailing horns and strings. (Bourne, ASCAP)
Good Old Girl .71
From the same Broadway show, this item, tho bluesy, has the touch of material typical show fare. Miss McNeil's vocal is thoroly competent and will appeal to adults. (Bourne, ASCAP)

NORMAN LEYDEN ORK
Hernando's Hideaway .71
M-G-M 12557—Talented maestro of the Godfrey show in his singles debut turns in two hi-fi treatments of Broadway show tunes now in revival via film version "Pajama Game" item here will probably get more deejay than retail action. (Frank, ASCAP)
The March of the Siamese Children 70
Good sound points up fine orchestration in "King and I" excerpt. Again, more spins than sales forecast, but can go okay in an EP or LP. (Williamson, ASCAP)

JOE LEAHY ORK
Twice Around the Island 70
NATIONAL 108 — Pleasant-enough travelog type instrumental. May get spins, but unlikely to stir heavy retail demand as a single. (Manlowe, ASCAP)
Beyond the Stars .70
Very pretty instrumental ballad, with rhapsodic strain fully exploited by lush Leahy ork. Like flip, should get spins. (Cromwell, ASCAP)

BOB BRAVIN
Five Foot Two (Eyes of Blue) 70
GOLDEN CREST 111—The standard, pleasantly chanted, with an effective string and rhythm group behind the vocal. (Feist, ASCAP)
St. James Infirmary 70
The oldie, gets a fair performance. Instrumentation on this side is really nice, with lacy piano and effective horns and rhythm. (Mills, ASCAP)

LARRY STORCH
Goody, Goody 78
BIG LITTLE 4024—Storch gets on his cockney kick here in a take-off on the Frankie Lymon revival hit. Comical observations can get chuckles. Good for jocks. (DeSylva, Brown & Henderson, ASCAP)
Around the World 67
Larry Storch takes the part of "Shirley from Brooklyn," in a dialect version of the pop song hit. Not as funny as other Storch ideas and flip is likely to be the attention-getter here. (Young, ASCAP)

BILL HEYER
Clouds 69
CABOT 109—Heyer sings and plays a neglected Kahn-Donaldson standard, this time with a trace of Sinatra. Tune may attract deejays. (Robbins, ASCAP)
September Song 68
Interesting interpretation of standard, with Heyer on vocal and trumpet. Some jockeys play likely, tho retail action is less certain. (DeSylva, Brown & Henderson, ASCAP)

HUGH O'BRIAN
Don't Move 69
ABC PARAMOUNT 9854—Tune has a slight Western touch but arrangement is strictly pop. It's a medium-paced job with moderate impact. Ken Darby Singers in the chorus spots. (Longbridge, ASCAP)
I'm Walkin' Away 66
Tune has a good many cliches packed into a few bars and it's hard to see any serious threat, altho chanting is good enough in itself. (Longbridge, ASCAP)

BRUCE BLALOCK
Bodyguard 68
CORAL 61884—A rousing somewhat desperate novella. Tempo is rapid. Blalock's vocal has a sense of excitement. (Regent, BMI)
Lady, Oh! Lady 67
A song with a slow tempo. Blalock's vocal is showcased by Benny Carter's ork. (Orlando, BMI)

PAUL WHITEMAN
Aloha Oe 68
GRAND AWARD 1015—Nice instrumental mood fare from the maestro's "Hawaiian Magic" album. Fine album material and as a mood entry for jocks and jukes, it rates consideration. (PD)
On the Beach at Waikiki 66
An attractive reading of the oldie is taken from Whiteman's "Hawaiian Magic" album. Side is better album than single fare. (Miller, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

DICK MORTON ORK: It Should Happen to You (analog Eyes—Ambic 298
GEORGE WILSON: I Want Somebody to Love Ma Crimson Rose—Mar-Vel 600

(Continued on page 62)

Will Success Spoil TIP TOP MUSIC CO., INC.!!
(The oldest and best rack jobber in the phonograph field, dealing exclusively with phonograph records)
We are sure it won't, so we are moving our main office in San Francisco to new and larger quarters in order to continue our reputation for the best service in the rack jobber field for phonograph records exclusively.
OUR MAIN OFFICE NEW ADDRESS AS OF OCTOBER, 19..
TIP TOP MUSIC CO., INC.
375 ELEVENTH STREET
SAN FRANCISCO 3.
CALIFORNIA
Also—a new office in Sacramento in order to better serve all of Northern California To The Oregon Border
TIP TOP MUSIC CO., INC.
1523 18th Street
Sacramento, California
Coming Soon PORTLAND, SEATTLE, PHOENIX, SALT LAKE CITY, DENVER. THANKS TO ALL OF OUR GOOD CUSTOMERS FOR HAVING MADE THIS POSSIBLE. IF PROFIT, TURNOVER AND SERVICE ARE IMPORTANT TO YOUR BUSINESS, CONTACT OUR NEAREST OFFICE.
TIP TOP MUSIC CO., INC.
Main Office
2544 West Pico Blvd. Los Angeles 6 DUnkirk 3-3424
375 Eleventh Street San Francisco 3 HEmlock 1-1817
1523 18th Street Sacramento GIlbert 8-6861

THE MUSIC BOX
1301 W. 79th St., Chicago 20, Ill.
All Phones ABerdeen 4-1600
THE LARGEST SELECTION OF 45's—EP's—LP's FOR IMMEDIATE DELIVERY
ORDER SHIPPED SAME DAY RECEIVED
FREE TITLE STRIPS FOR OPERATORS
AMERICA'S MOST COMPLETE "ONE-STOP"
5¢ Above
LP's 10% Over Whole
We have every record accessory, needles—polyethylene sleeves, green stuck record rack cloths, bags, etc. FOR IMMEDIATE SHIPMENT at wholesale prices
For the newest and best in singles and LP's ask to be put on our nation-wide mailing list.
Distributors for FRIEDMAN ART CRAFT FIXTURES
(Write for illustrated catalogue)

DAVE IS HAPPY!
So are Mary and Steve because their Songs on Professional Demonstration Records by
MASTER RECORDINGS
1697 Broadway, New York 36, N. Y.
Circle 5-9538
have been accepted by Major Labels!
Voice and Piano $18.50
Organ Voice-Piano $25.00
Voice-Piano-Bass-Drums $37.50
Also Other Combos

Checker 872
"HAPPY HAPPY BIRTHDAY BABY"
The Tune Weavers
Chess 1669
"THE BEATING OF MY HEART"
The Moonglows
Chess 1670
"YEA YEA BABY"
Bobby Charles
Checker 876
"MRS. MERGUITORY'S DAUGHTER"
b/w
"BABY, BABY"
Dale Hawkins
CHESS CHECKER RECORD COMPANY
2120 South Michigan
All Phones: CAlumet 5-2770

AUTHENTIC BAVARIAN FOLK MUSIC!
FRANZ SCHERMANN and THE ALPINERS
"LILY"
b/w
"OBEREK"
Polish National Dance No. 2
Bowery 217
Send for our catalogue!
THE BEST IN POLKAS AND NOVELTIES
Bowery
RECORDS
... Calif. P O BOX 7..

The Original Smash Version
SILHOUETTES
The Rays
Cameo #117
CAMEO RECORDS

SEMI-FLEX 10" or 45 RECORDS & 12" LP's NOW AVAILABLE
PRESSED—Including labels, carton sleeves, etc.
Write for full particulars
BEST PRESSING DEAL ANYWHERE
ROYAL PLASTICS CORP.
1540 Brewster Ave., Cincinnati 2, Ohio

• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING SEPTEMBER 21

RECORDS are ranked in order of their current national selling importance at the retail level as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in country and western records. When significant ... is reported on both sides of a record, points are combined to determine position on the chart. In such a case both sides are listed in bold type, the leading side on top.

This Week		Last Week	Weeks on Chart
1	FRAULEIN (BMI)—Bobby Helms / H... Feeling (BMI)—Dec 30194	1	27
2	WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis / ... Be Mine (BMI)—Sun 267	2	15
3	MY SHOES KEEP WALKING BACK TO YOU—Ray Price / Don't Do This to Me (BMI)—Col 40951	4	8
4.	BYE BYE LOVE (BMI)—Everly Brothers / I Wonder If I Care as Much (BMI)—Cadence 1315	3	20
5.	GEISHA GIRL (BMI)—Hank Locklin / ...n' Alone (BMI)—Vic 6984	8	6
6	TEDDY BEAR (ASCAP)—Elvis Presley / ...ing You (BMI)—Vic 7000	5	14
7	FOUR WALLS (BMI)—Jim Reeves / I Know and You Know (BMI)—Vic 6974	6	23
7	HOME OF THE BLUES (BMI)—Johnny Cash / ...a My Love to Rose (BMI)—Sun 279	9	3
9.	TANGLED MIND (BMI)—Hank Snow / MY ARMS ARE A HOUSE—Vic 6955	10	11
10.	I'LL ALWAYS BE YOUR FRAULEIN (BMI)—Kitty Wells / What I Believe Dear (BMI)—Dec 30415	13	2
11	GONNA FIND ME A BLUEBIRD (BMI)—Marvin Rainwater / So You Think You've Got Troubles (BMI)—M-G-M 12412	7	23
12.	FALLEN STAR (BMI)—Jimmy Newman / ... Go On This Way (ASCAP)—Dot 15574	12	18
13.	IS IT WRONG? (BMI)—Warner Mack / Baby Squeeze Me (BMI)—Dec 30...	—	7
14.	WAKE UP LITTLE SUSIE (BMI)—Everly Brothers / Maybe Tomorrow (BMI)—Cadence 1337	—	1
15.	WHY WHY (BMI)—Carl Smith / F...ms (BMI)—Col 40984	—	1
15.	FALLEN STAR (BMI)—Ferlin Husky / ...re Possession (BMI)—Cap 3742	11	12

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 21

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's ... of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1	MY SHOES KEEP WALKING BACK TO YOU—Ray Price / Col 409..—BMI	2	9
2.	FRAULEIN—Bobby Helms / Dec 30194—BMI	1	25
3.	BYE BYE LOVE—Everly Brothers / Cadence 1315—BMI	2	21
4.	I HEARD THE BLUEBIRDS SING—Jim Edwards, Maxine & Bonnie Brown / Vic 6995—BMI	7	5
4.	HOME OF THE BLUES—Johnny Cash / Sun 279—BMI	—	1
6.	TANGLED MIND—Hank Snow / Vic 6955—BMI	5	7
7.	WHY, WHY—Carl Smith / Col 40984—BMI	—	2
8.	GEISHA GIRL—Hank Locklin / Vic 6984—BMI	11	5
9.	WHOLE LOTTA SHAKIN' GOIN' ON—Jerry Lee Lewis / Sun 267—BMI	12	11
10.	TEDDY BEAR—Elvis Presley / Vic 7000—ASCAP	9	13
11.	HOLIDAY FOR LOVE—Webb Pierce / Dec 30419—BMI	—	1
12.	GONNA FIND ME A BLUEBIRD—Marvin Rainwater / M-G-M 1241..—BMI	10	26
13	I'LL ALWAYS BE YOUR FRAULEIN—Kitty Wells / Dec 30415—BMI	—	1
14.	FOUR WALLS—Jim Reeves / ...—BMI	6	23
14.	FALLEN STAR—Jimmy Newman / Dot 15574—BMI	4	20
14.	MEAN WOMAN BLUES—Elvis Presley / Vic EPA 1-1515, EPA 2-1515 (This Is a Tune From a Two Record EP)	—	2

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 21

City-by-city ratings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Dallas-Fort Worth

1. Geisha Girl, Hank Locklin, Vic.
2. Fraulein, Bobby Helms, Dec.
3. Bye Bye Love, Everly Brothers, Cde.
4. My Love Is Real / Marvin Rainwater, M-G-M
5. My Shoes Keep Walking Back to You / Ray Price, Col.
6. Give My Love to Rose / Johnny Cash, Sun

Houston

1. Geisha Girl, Hank Locklin, Vic.
2. Fraulein, Bobby Helms, Dec.
3. Bye Bye Love, Everly Brothers, Cdc.
4. Whole Lotta Shakin' Goin' On / Jerry Lee Lewis, Sun
5. Home of the Blues, Johnny Cash, Sun
6. On My Mind Again, Billy Walker, Col.

Memphis

1. My Shoes Keep Walking Back to You / Ray Price, Col.
2. Home of the Blues, Johnny Cash, Sun
3. Is It Wrong? Warner Mack, Dec.
4. Why, Why?, Carl Smith, Col.
5. Fraulein, Bobby Helms, Dec.
6. Tangled Mind, Hank Snow, Vic.

Nashville

1. My Shoes Keep Walking Back to You / Ray Price, Col.
2. Fraulein, Bobby Helms, Dec.
3. Why, Why?, Carl Smith, Col.
4. Whole Lotta Shakin' Goin' On / Jerry Lee Lewis, Sun
5. Wake Up Little Susie / Everly Brothers, Cdc.
6. Mister Love / Ernest Tubb-Wilburn Brothers, Dec.
7. Bye Bye Love, Everly Brothers, Cde.
8. Tangled Mind, Hank Snow, Vic.

New Orleans

1. Whole Lotta Shakin' Goin' On / Jerry Lee Lewis, Sun
2. Bye Bye Love, Everly Brothers, Cde.
3. Fraulein, Bobby Helms, Dec.
4. My Shoes Keep Walking Back to You / Ray Price, Col.
5. Is It Wrong? Warner Mack, Dec.
6. Teddy Bear, Elvis Presley, Vic.

Richmond, Va.

1. My Shoes Keep Walking Back to You / Ray Price, Col.
2. Fallen Star, Jimmy Newman, Dot
3. Geisha Girl, Hank Locklin, Vic.
4. Is It Wrong?, Warner Mack, Dec.
5. Bye Bye Love, Everly Brothers, Cde.

• This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

C&W RECORDS

RED SOVINE

Who Knows Better Than You and I (Cedarwood, BMI)
Wrong (Cedarwood, BMI)—Decca 30458—"Who knows" is a pretty ballad with very poppish backing. The sensitive rendition with chorus support could easily click. Flip, "Wrong," another impressive ballad, features pop-styled piano triplets in addition to a chorus assist. Two strong sides.

ERNIE CHAFIN

I'm Lonesome (Singing River, BMI)
Laughin' and Jokin' (Knox, BMI)—Sun 275—Top side is an appealing chant of an interest, modal theme with Cajun-type backing. Flip, "Laughin'," has an equally attractive warble on a folkish theme with usual fine "Sun" sound.

BILLY WALKER

The Image of Me (Red River, BMI)
Anything Your Heart Desires (Metro, BMI)—Columbia 41008—Slow, heart rending ballad has plenty of power, much in the groove of "The Great Pretender." Poppish side could go in pop marts too. Side was done sometime ago by Jimmy Wakely. Flip, "Anything," is a nice, lilting ballad that also gets a warm treatment.

TALENT

BILLY JACK HALE

First Heartbreak (Old Charter, BMI)
Your Eyes (Copar, BMI)—Decca 30447—A strong disk debut by the new artist on two great sides. "Heartbreak" is a weeper ballad, nicely paced with chorus support. "Your Eyes," the flip is a rockbilly with pop overtones that also goes well. Look for big things from this promising talent.

• Reviews of New C&W Records

RED HILBURN

Three Words .77
WARRIOR 502—Effort here is to beat the ballad with the beat. Smart conception could carry this into the pop winner class. Could be a dangerous side. (Tex San, BMI)

The Rambling Blues....68
Country blues message, but actually not a blues. Guitars simulate a train at times, and there's a walking effect thruout. Doesn't quite come off. (Tex San, BMI)

WYNN STEWART

A Night to Remember 76
CAPITOL 3803 — Lofty, romantic thoughts expressed in a slow, rock 'n' roll setting by Stewart. Good sincere reading can get plays. (Central, BMI)

I Wish I Could Say the Same 72
Good sound and good chanting on some upbeat material of moderate proportions. Will get spins but flip may have an edge. (Opal, BMI)

BILL MACK

Million Miles Away 75
STARDAY 313—Powerful weeper, strictly in the traditional groove, with strings abetting the fine vocal. Great for jocks who put down the modern type c&w. (Starrite, BMI)

Cheatin' on Your Mind 74
Strong, bluesy song with unusually sombre qualities, well chanted to a simple backing. (Starrite, BMI)

SKEETER DAVIS

He Left His Heart With Me 75
RCA VICTOR 7034—Miss Davis sings of powerful emotional truths. Solid rural material with good commercial country reading. Talent has the sound. Side could cause some stir. (Valley, BMI)

Don't Let Your Lips Say Yes .70
A breezy rhythm tune with male chorus backing the gal's agreeable vocalizing. Flip has more of a commercial message for the field. (Globe, BMI)

BILLY RILEY

Red Hot 74
SUN 277—Vigorous go by the artist, who sounds like Presley, on a rockabilly. Side might attract pop coin, too. (Hi Lo, BMI)

Pearly Lee 74
Rockabilly tribute to Pearly Lee appears as strong as the flip. This could also go to pop markets. (Knox, BMI)

BUD DECKLEMAN

I Done Fell Too For .72
M-G-M 12552—Hill sound by the artist on a novelty item by M. Endsley. Steel guitar and mountain fiddlin' support the vocal. (Acuff-Rose, BMI)

As Long As I Can Dream 70
Weeper-ballad also cleffed by Melvin Endsley is attractively styled with hill harmony. (Acuff-Rose, BMI)

RITA FAYE

We've Got Some Dreaming to Do 72
M-G-M 12551—Female rockabilly job by Miss Faye. Has strong pop quality with choral backing. Nice performance with moderate chances. (Acuff-Rose, BMI)

You're in My Heart 67
A slower side in the ballad vein. This one is more in the traditional groove, but flip has better possibilities. (Acuff-Rose, BMI)

SMITH BROTHERS

Say It Again 71
DECCA 30360—The bass starts and the group completes the phrase on this honky-tonker. Attractive mountain sound. (Lowery, BMI)

There Goes My Heart 70
Hill harmony by the brothers on a waltz taken at a fast clip. Fair chances. (Old Charter, BMI)

JOCK MAHONEY

Cowboy 70
DECCA 30437—Former TV star of the "Range Rider" series warbles impressively in his disk debut on a folkish, blues-like number. (Riverside, ASCAP)

Gold....70
Light, easy vocal by the artist on a

(Continued on page 62)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Bob Neal wires from Memphis that Johnny Cash, on whom he holds the managerial reins, is mending nicely from recent surgery but doctors say he'll be unable to play any dates until after October 10. . . . Gary Williams appeared as guest on KTTV's "Town Hall Party," Compton, Calif., September 13-14, to plug his new Verve platter, "I'm Gonna Return" b.w. "Travelin' Blues Boy," both of which he penned himself. . . . Sonny James is on a flying tour thru the Midwest and East to plug his new Capitol release, "Love Conquered" b.w. "Loveable Man." . . . Gene Vincent and His Blue Caps, with "Big D Jamboree's" Lawrence Thacker as road manager, are flying to Australia for a two-week tour at the end of this month.

The Brown Trio—Jim Edward, Maxine and Bonnie—were in Nashville recently for a recording session and another shot on "Grand Ole Opry." Their recent release, "I Heard the Bluebirds Sing," is clicking it off nicely, and another of their ditties, "That Little Word Called Love," which they first recorded in their album some time ago, has been cut by the DeCastro Sisters. . . . Curley Chalker, steel man with Bill Wimberly's Country Rhythm Boys, is a new addition to the talent staff at KWTO, Springfield, Mo. . . . Kelly Stadium, Tulsa, Okla., was the scene of a personal appearance September 19 by ABC-TV's "Country Music Jubilee" crew headed by Red Foley and featuring the Jubilee Promenaders, Billy Walker, Chuck Bowers, Flash and Whistler, Tommy Sosobee, and Merl Lindsay's band.

Thumbs Carlile, alumnus of Bill Kimberley's Country Rhythm Boys, has become

(Continued on page 61)

THE CHORDETTES
"JUST BETWEEN YOU AND ME"
Cadence 1330
cadence RECORDS

BUY YOUR ACCESSORIES WHERE YOU BUY YOUR RECORDS AND SAVE!
RECORDS 5c OVER WHOLESALE
ALBUMS 10% OVER WHOLESALE
Write—Wire—Phone
J & J SALES
408 JERUSALEM AVE.
HEMPSTEAD, L. I., N. Y.
PHONE: IVanhoe 3-2211

Billboard Pick and Cash Box Sure Shot
RUSS MILLER
"I SIT IN MY WINDOW"
#1006
RECORDS
157 West 57th St., NYC

New Release by
JIM WHITLOCK
"TRUSTING FOOL"
and
"IT'S YOU I'LL BE THINKING OF"
Las Vegas Record Co.
1570 East 8th St. Stockton, Calif.

SMASH HIT!
"WHOLE LOT OF SHAKIN' GOING ON"
and
"IT'LL BE ME"
JERRY LEE LEWIS
SUN 267

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 21

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. **Diana**, Paul Anka, ABC-Para
2. **Honeycomb**, Jimmie Rodgers, Rlt.
3. **Mr. Lee**, Bobbettes, Atl.
4. **Happy, Happy Birthday, Baby** Tune Weavers, Che
5. **Farther Up the Road** Bobby (Blue) Bland, Duke
6. **Honest I Do**, Jimmy Reed, V J
7. **Send for Me**, Nat King Cole, Cap

Charlotte

1. **Diana**, Paul Anka, ABC Para
2. **Mr. Lee**, Bobbettes, Atl
3. **That'll Be the Day**, Crickets, Brk
4. **Honeycomb**, Jimmie Rodgers, Rlt.
5. **Rainbow**, Russ Hamilton, Kapp
6. **Teddy Bear**, Elvis Presley, Vic
7. **Long Lonely Night** Clyde McPhatter, Atl

Chicago

1. **Diana**, Paul Anka, ABC Para
2. **Whole Lotta Shakin' Goin' On** Jerry Lee Lewis, Sun
3. **Honeycomb**, Jimmie Rodgers, Rlt
4. **That'll Be the Day**, Crickets, Brk
5. **Wake Up Little Susie** Everly Brothers, Cdc
6. **Mr. Lee**, Bobbettes, Atl
7. **Happy Happy Birthday Baby** Tune Weavers, Che
8. **Farther Up the Road** Bobby (Blue) Bland, Duke
9. **Keep A-Knockin'**, Little Richard, Spe
10. **Long Lonely Nights**, Lee Andrews, Cha

Cincinnati

1. **That'll Be the Day**, Crickets, Brk.
2. **Stardust**, Billy Ward, Lbt
3. **Think**, Five Royals, King
4. **Happy Happy Birthday Baby** Tune Weavers, Che
5. **Honeycomb**, Jimmie Rodgers, Rlt
6. **Diana**, Paul Anka, ABC Para
7. **Mr. Lee**, Bobbettes, Atl

Detroit

1. **Happy, Happy Birthday, Baby** Tune Weavers, Che
2. **Mr. Lee**, Bobbettes, Atl
3. **Think**, Five Royals, King
4. **Honeycomb**, Jimmie Rodgers, Rlt
5. **Lotta Lovin'**, Gene Vincent, Cap
6. **Wake Up Little Susie** Everly Brothers, Cdc
7. **Whole Lotta Shakin' Goin' On** Jerry Lee Lewis, Sun
8. **Farther Up the Road** Bobby (Blue) Bland, Duke
9. **That'll Be the Day**, Crickets, Brk
10. **Diana**, Paul Anka, ABC Para

Los Angeles

1. **Diana**, Paul Anka, ABC Para
2. **Honeycomb**, Jimmie Rodgers, Rlt
3. **You Send Me**, Sam Cooke, Keen
4. **Send for Me**, Nat King Cole, Cap
5. **Farther Up The Road** Bobby (Blue) Bland, Duke
6. **Whole Lotta Shakin' Goin' On** Jerry Lee Lewis, Sun
7. **That'll Be the Day**, Crickets, Brk.
8. **Searchin'**, Coasters, Atco
9. **I Need You So Bad**, B. B. King, RPM
10. **Short Fat Fannie**, Larry Williams, Spe

New Orleans

1. **Diana**, Paul Anka, ABC Para
2. **Rainbow**, Russ Hamilton, Kapp
3. **Farther Up the Road** Bobby (Blue) Bland, Duke
4. **Honeycomb**, Jimmie Rodgers, Rlt
5. **That'll Be the Day**, Crickets, Brk
6. **To the Aisle**, Five Satins, Ember
7. **Mr. Lee**, Bobbettes, Atl
8. **Happy, Happy Birthday, Baby** Tune Weavers, Che
9. **Stardust**, Billy Ward, Lbt

New York

1. **That'll Be the Day**, Crickets, Brk
2. **Happy, Happy Birthday, Baby** Tune Weavers, Che
3. **Diana**, Paul Anka, ABC-Para
5. **C. C. Rider**, Chuck Willis, Atl.
6. **Send for Me**, Nat King Cole, Cap
7. **Cool Shake**, Del Vikings, Mer
8. **Teddy Bear**, Elvis Presley, Vic
9. **Honeycomb**, Jimmie Rodgers, Rlt.
10. **Mr. Lee**, Bobbettes, Atl

Philadelphia

1. **Think**, Five Royals, King
2. **Whole Lotta Shakin' Goin' On** Jerry Lee Lewis, Sun
3. **Happy, Happy Birthday, Baby** Tune Weavers, Che.
4. **Diana**, Paul Anka, ABC Para.
5. **Stardust**, Billy Ward, Lbt
6. **Send for Me**, Nat King Cole, Cap.

St. Louis

1. **Whole Lotta Shakin' Goin' On** Jerry Lee Lewis, Sun
2. **Mr. Lee**, Bobbettes, Atl
3. **Honeycomb**, Jimmie Rodgers, Rlt.
4. **Happy, Happy Birthday, Baby** Tune Weavers, Che
5. **That'll Be the Day**, Crickets, Brk.
6. **Diana**, Paul Anka, ABC Para
7. **Farther Up the Road** Bobby (Blue) Bland, Duke

Washington, D. C.

1. **That'll Be the Day**, Crickets, Brk
2. **Happy, Happy Birthday, Baby** Tune Weavers, Che
3. **Honeycomb**, Jimmie Rodgers, Rlt.
4. **Long Lonely Nights** Clyde McPhatter, Atl
5. **Lotta Lovin'**, Gene Vincent, Cap.
6. **Farther Up the Road** Bobby (Blue) Bland, Duke
7. **Send for Me**, Nat King Cole, Cap
8. **Wake Up Little Susie** Everly Brothers, Cdc
9. **Whole Lotta Shakin' Goin' On** Jerry Lee Lewis, Sun

POP and R & B
Picked by Billboard
And the Country at Large!

Thurston Harris

LITTLE BITTY PRETTY ONE

and

I HOPE YOU WON'T HOLD IT AGAINST ME

#3398

Aladdin RECORDS
Los Angeles, Calif.

Two Winners!

CAROL FRAN
"EMMITT LEE"
Excello 2118

THE GLADIOLAS
"HEY! LITTLE GIRL"
Excello 2120

NASHBORO RECORD CO., Inc.
Nashville, Tenn. CHapel 2-2215.

Western trade, please order from Monarch, L. A. Shipments also made from Plastic Prods., Memphis, and Southern Plastics, Nashville, Tenn.

#2 In Chicago!
NAPPY BROWN'S
"BYE-BYE, BABY"
Savoy 21514

Coming up Strong
Coast to Coast
BIG MAYBELLE'S
"ROCK HOUSE"
b/w "JIM"
Savoy 21519

SAVOY RECORD CO.
58 MARKET ST.
NEWARK, N. J.

• Reviews of New R&B Records

BOB AND EARL

That's My Desire 83

CLASS 213—Unusual phrasing by the pair on the evergreen with rhythm backing could have appeal in both pop and r&b marts. (Mills, ASCAP)

You Made a Boo-Boo 77

Rocker-novelty gets a spirited vocal by the duo. Side could attract. (Recordo, BMI)

THE SPANIELS

You're Gonna Cry 79

VEE-JAY 723—Slow tempo, with a real bluesy mood. Lead singer and the group do an interesting job, giving a wavering, spiritual quality to the vocal. (Conrad, BMI)

I Need Your Kisses 79

Rhythm number on this side. A change from the flip, competently done. (Conrad, BMI)

THE VAL-CHORDS

You're Laughing at Me 78

GAMETIME 104—Soprano lead man Tommy Drumgoole and bass soloist Raymond Brown combine to give this a strong moshugs appeal. Flat, amateur sound fails to dilute the group's enthusiasm. Side could be dangerous. (Gametime, BMI)

Candy Store Love 74

Here's a combination of crazy mixed up sounds with high wailing soprano-ish lead that could cause some stir. Material of little importance. It's the sound here. Jocks may give this a life. (Gametime, BMI)

THE SH-BOOMS

I Don't Want to Set the World on Fire 76

VIK 0295—The great standard in a solid rhythm arrangement, enlivened by occasional gimmicked sounds. Side has good sound. (Cherio, BMI)

La Lu 76

Again a swinging beat and strong arrangement mark the group's performance. Plenty danceable, with bright sound. (Acorn, BMI)

HILTON JEFFERSON

Idaho 75

RCA VICTOR 7044—The fine one-time Cab Calloway lead alto essays the rocking Bostic approach to the Jesse Stone standard, with group and ork support. Very attractive instrumental merits pop and r&b. play. (Mills, ASCAP)

Danny Boy 71

Umpteenth such version of standard, but Jefferson hands it a certain fless, along with the slow-rocking beat. Deejays will like it. (Boosey & Hawkes, ASCAP)

SIL AUSTIN

Fall Out 75

MERCURY 71196—A boogie rhythm instrumental with fine tenor wailing. Good material for box playing terpers. Swing o' jocks will like, too. (Simeon, BMI)

Green Blazer 70

Okay moderate swinging materially by the Austin group. Okay for boxes but flip is the sharper side. (Cypress, BMI)

VIBBI NELSON

Just One More Smile 75

VIK 0292—Miss Nelson belts this item in uninhibited style. Good production helps. Could do some business. (Lowell, BMI)

You Can't Get Away From Me 70

Coarse-grained, convincing chirping on a bright rocker. Material doesn't stand out, however. (Eden, BMI)

RAY JOHNSON

Are You There? 72

ALADDIN 3392—Fine ballad styling in urbane at le, with blues flavoring. Could do some business if pushed. (Aladdin, BMI)

Calypso Blues 71

Nat King Cole hit of some years back is still available in original version. Johnson makes a good showing tho, and may win some deejay interest. (Crestview, ASCAP)

COMMODORES

I'll Be There 70

CHALLENGE 1007—A lush backing by the Jay Rand ork and chorus makes this paean to love. Has an inspirational quality, and a lilting rhythm. (Golden West, BMI)

Faith 69

Inspirational side, with considerable production by Jay Rand ork and chorus backing the group. Dignified. (Golden West, BMI)

JACK MEDELL ORK

Enchantment 69

UNITED 213—Heavily romantic Latin instrumental. A danceable bolero that jocks can use. Well recorded. (Frederick, BMI)

Umbe' 69

Dom Gerace's trumpet is featured on another Latin side for listening or dancing. Singles action will require heavy pushing. (Frederick, BMI)

JESSE BELVIN

You Send Me 68

MODERN 1025 — Routine material, but the song gets a capable reading by Belvin, backed by a tasteful arrangement. (Higuera, BMI)

(Continued on page 61)

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING SEPTEMBER 21

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in rhythm and blues records. When equal action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week		Last Week	Weeks on Chart
1.	DIANA (BMI)—Paul Anka Don't Gamble With Love (BMI)—ABC-Paramount 9831	1	4
2.	HONEYCOMB (ASCAP)—Jimmie Rodgers Their Hearts Were Full of Spring (ASCAP)—Roulette 4015	3	4
3.	THAT'LL BE THE DAY (BMI)—Crickets I'm Lookin' for Someone to Love (BMI)—Brunswick 55009	2	4
4.	WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis It'll Be Mine (BMI)—Sun 267	4	5
5.	MR. LEE (BMI)—Bobbettes Look at the Stars (BMI)—Atlantic 1144	5	4
6.	HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers Ol' Man River (ASCAP)—Checker 872	6	3
7.	SEND FOR ME (BMI)—Nat King Cole My Personal Possession (BMI)—Cap 3737	8	14
7.	LOTTA LOVIN' (BMI)—Gene Vincent Wear My Ring (BMI)—Cap 3763	—	1
9.	FARTHER UP THE ROAD (BMI)—Bobby (Blue) Bland Sometime Tomorrow (BMI)—Duke 170	7	7
10.	RAINBOW (ASCAP)—Russ Hamilton We Will Make Love (ASCAP)—Kapp 184	10	[illegible]
11.	KEEP A-KNOCKIN' (BMI)—Little Richard Can't Believe You Wanna Leave (BMI)—Specialty 611	—	[illegible]
12.	THINK (BMI)—Five Royals I'd Better Make a Move (BMI)—King 5053	9	[illegible]
13.	SHORT FAT FANNIE (BMI)—Larry Williams High School Dance (BMI)—Specialty 608	13	[illegible]
14.	WAKE UP LITTLE SUSIE (BMI)—Everly Brothers Maybe Tomorrow (BMI)—Cadence 1337	—	[illegible]
15.	TO THE AISLE (BMI)—Five Satins Wish I Had My Baby (BMI)—Ember 1019	14	9

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 21

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	MR. LEE—Bobbettes Atlantic 1144—BMI	2	5
2.	FARTHER UP THE ROAD—Bobby (Blue) Bland Duke 170—BMI	1	[illegible]
3.	WHOLE LOTTA SHAKIN' GOIN' ON—Jerry Lee Lewis Sun 267—BMI	7	7
4.	LONG LONELY NIGHTS—Clyde McPhatter Atlantic 1149—BMI	3	7
5.	DIANA—Paul Anka ABC Paramount 9831—BMI	4	3
6.	HONEYCOMB—Jimmie Rodgers Roulette 4015—ASCAP	6	3
7.	SHORT FAT FANNIE—Larry Williams Specialty 608—BMI	9	13
8.	THAT'LL BE THE DAY—Crickets Brunswick 55009—BMI	8	3
9.	SEND FOR ME—Nat King Cole Cap 3737—BMI	11	11
10.	SEARCHIN'—Coasters Atco 6087—BMI	15	17
10.	TEDDY BEAR—Elvis Presley Victor 7000—ASCAP	5	14
12.	LOVE ROLLER COASTER—Joe Turner Atlantic 1146—BMI	—	2
13.	LET THE FOUR WINDS BLOW—Roy Brown Imperial 5439—BMI	—	7
14.	HAPPY, HAPPY BIRTHDAY, BABY—Tune Weavers Checker 872—BMI	14	2
14.	THINK—Five Royals King 5053—BMI	15	3
14.	WHEN I SEE YOU—Fats Domino Imperial 5454—BMI	—	1

COMING UP STRONG!
IT'S TOO LATE NOW
CUFF LINKS
#422
DOOTO RECORDS
9512 So. Central Ave., L. A., Calif.

BILLBOARD PICKS!
CASH BOX SLEEPER OF THE WEEK
BABY, YOU'RE DYNAMITE
MY SURPRISE
FLIP 326
THE SIXTEENS
Featuring 14 yr. old
Trudy Williams
FLIP Records, Inc.
616 S. Ridgely Dr. Los Angeles, Calif.

Cobra 5019
"MY LIFE DEPENDS ON YOU"
b/w
"MY LOVE"
Betty Everett
Cobra 5020
"WHERE CAN MY LOVED ONE BE"
b/w
"SHAKE IT"
Duke Jenkins
Cobra Record Corp.
2346 W. Roosevelt Road, Chicago, Illinois
All Phones NEvada 8-2228

BREAKING POP
In San Francisco, Chicago, Baltimore and Hartford.
"DESERIE"
by The Charts
#5001
EVERLAST RECORD CO.
2294 8th Ave. New York, N. Y.
RI 9-6544

GIVE TO DAMON RUNYON CANCER FUND

• This Week's R&B Best Buys

SWANEE RIVER ROCK (Progressive, BMI)—Ray Charles—Atlantic 1154—This is the hottest by the great artist recently. It's gathering big hit in all markets. Flip is "I Want a Little Girl," (Shapiro-Bernstein, ASCAP). A previous Billboard "Spotlight" pick.

HONEST I DO (Concord, BMI)—Jimmy Reed—Vee-Jay 253—The platter is really taking off. It's registering strongly in all marts and figures to cop a lot of coin. Flip is "Signals of Love," (Concord, BMI). A previous Billboard "Spotlight" pick.

YOU SEND ME (Hiquera, BMI)—Sam Cooke—Keen 34013—The side has proven a sleeper. Suddenly it has burst forth as one of the strongest disks in the field. There's also plenty of pop action. Flip is "Summertime," (Gershwin, ASCAP).

• Review Spotlight on . . .

R&B RECORDS

FATS DOMINO
Wait and See (Travis, BMI)
I Still Love You (Travis, BMI)—Imperial 5467—See listing under Review Spotlight on Pop Records.

FRANKIE LYMON
My Girl (Planetary, ASCAP)
So Goes My Love (Favorite, ASCAP)—Roulette 4026—See listing under Review Spotlight on Pop Records.

PRISCILLA BOWMAN
Yes, I'm Glad (Tollie, BMI)—Falcon 1004—Thrush created a stir last year with Vee-Jay waxing of "Hands Off," and this platter could have an even greater impact on the market. Gal exudes sock showmanship on a bluesy item with a gospel flavor. Flip is "A Spare Man" (Tollie, BMI).

The number for "Ma, He's Makin' Eyes at Me" b/w "In the Dark," which was spotlighted in last week's Billboard, was unintentinnally omitted. It was recorded by Marie Adams and the Three Tons of Joy on Capitol 3800.

ON THE BEAT

• Continued from page 24

ists are now setting up bookings for the thrush following that date. Sallie Blair opens at the Boulevard in Queens, New York, for a month, starting September 27. On November 14 she opens a week's stint at the Eden Roc Hotel, Miami Beach. . . . Jimmy Simmons, new Atco Records pactee, has been signed up by Archer Associates . . . Jubilee's Canadian born Don Rondo, is now the featured vocalist on ABC Radio's Herb (Oscar) Anderson Show. . . . WOV's rock and roll jockey, Jocko Henderson, is preaching the value of the Ten Commandments to his audience these days, and has added five new ones calculated to help kids avoid problems. Attend classes, do homework, help with household chores, go places and do things with parents as well as friends, and be home every night before the Jocko show starts, comprise the preachments to the teen-agers. . . . Cholly and Lyda Wendorf, directors of WYTC, Clarksdale, Miss., have done lyrics and music respectively for "Look in My Eyes," and "I'm Yearning," for a new disk on the Almata label. . . . Frankie Lymon has been switched from Gee to the Roulette label.

Vee Jay 257

"YOU'RE GONNA CRY"

b/w

"I NEED YOUR KISSES"

The Spaniels

VEE JAY RECORDS

2129 South Michigan Ave.
All Phones: CAlumet 5-6141

The HIT making CHART breaking MONEY making LABEL

THE ROB-ROYS — A NEW GROUP

"TELL ME WHY" — A NEW LABEL — WITH A SMASHING NEW HIT

BACK BEAT RECORDS #501 BIG! BIG!

TERRIFIC IN THE EAST!

THE CASH BOX AWARD O' THE WEEK

THE CASH BOX SAYS:

Don Robey's new label, Back Beat, seems to have come up with a winner first shot out of the barrel. "Tell Me Why" is a middle beat jump with a happy melody and driving action. Hard hitting ork backing creates an excitement carried out by the fluid Rob-Roys. Good material that is just what the market desires. This one is marked for the charts—so stick close to it. The flip, 'Audry,' is a slow, swaying ballad. The Rob-Roys handle it smoothly but it lacks the sparkle of 'Tell Me Why.' BACK BEAT HAS A WINNER.

Zooming to the top!
TIC AND TOC with "ZOLA" #502

Hot and still a-heating
DOUG AND JOSIE with "I'LL GIVE LOVE TO YOU" #500

Back Beat Records, Inc. BACK BEAT 2809 Erastus St. Houston 26, Texas

FOLK TALENT AND TUNES

• Continued from page 59

permanent accompanist with the Marksmen quartet, which Saturday (28) concluded a return four-day stand at the Flame Club, Minneapolis. . . . Warner Mack, working under the personal management of Wally Smith, is on a promotional tour to plug his new Decca platter, "Is It Wrong," with stop-offs skedded for St. Louis, Chicago, Detroit, Cleveland, Pittsburgh, Philadelphia and Baltimore. Marty Salkin, Decca promotion man, has him carded for several TV appearances. . . . David Houston (RCA Victor) is back on "Louisiana Hayride," Shreveport, after a personal-appearance tour with the flicker, "Carnival Rock," in which he has an important role.

Hank Snow and His Rainbow Ranch Boys plus Jimmy Rodgers Snow are set for the fair at Grenada, Miss., October 3. . . . Jim Halsey, of Thunderbird Artists, Inc., is back at his Independence, Kan., headquarters after a fortnight of trekking along the West Coast with the Hank Thompson and Leon McAuliffe bands. . . . Back in Nashville from an extended road trip, Hawkshaw Hawkins is putting in most of his time exercising his horses, training his coon hounds and running his boat, The Hawk, up and down the lake between Saunders Ferry Dock and Boudleaux Bryant's layout. He also found time last week to cut a session for RCA Victor, with Chet Atkins directing.

Nell Brown, associate editor of the magazine, Who's Who in Gospel Singing, is anxious to receive biogs and glossy prints on gospel-singing groups, deejays handling gospel programs, personnel of firms cutting gospel disks and managers of gospel singers for publication in the new mag. There'll be no charge for printing the biogs and photos, says Miss Brown. Her address is 536½ Broad Street, Gadsden, Ala. Who's Who in Gospel Singing is published semi-annually. . . . Mary Moore, 112-A Peak Tops (U.S.N.S.), Green Cove Springs, Fla., is the new president of the Texas Bill Strength Fans' Club, succeeding Dixie Ann Brown, who has been forced to resign due to illness.

Acuff-Rose, Nashville, was represented at the Hank Williams Day Celebration in Montgomery, Ala., last week by Wesley Rose, Mel Foree and Joe D. Lucas, with Wesley hopping into New York on business Wednesday (25). Foree headed westward from Montgomery, with Lucas making part of the Western territory before meeting the Everly Brothers in Cleveland for a promotion stint. Lucas reports country music booming and says Acuff-Rose is enjoying the best year in its history.

Betty Luther, featured vocalist at Jubileo Ballroom, Baldwin Park, Calif, has joined Fred Maddox and his band for a series of dates in Northern California. . . . Eddie Cletro and His Round-Up Boys and Bonnie Guitar were among the features at the Los Angeles County Fair last week. . . . Mae Wiseman, c.&w. and a.&r. man for Dot Records, has been signed as a regular by "Town Hall Party," Compton, Calif. "Town Hall" is winding up the last of a film series to be released to TV stations across the country soon. . . . Jimmy Newman phones the desk from Nashville to thank all and sundry, especially the c.&w. jocks, for the firm manner in which they have accepted his latest Dot releases.

Latest addition to "Louisiana Hayride," KWKH, Shreveport, La., is Tommy Blake. Recently signed to a Sun Records pact, his first release on that label is "Flatfoot Sam" b/w "Lordy Hoody." . . . Carlos Minor recently sold two songs, "I Never Cared for Candy" and "You Can't Stop Her," to Ernest Tubb Music Company. The tunes have been recorded on the Buddy label by Lucky Boggs. . . . Contrary to recent report, Frontier Music Publishing Company, Toronto, is not in the recording business, according to the firm's Fred Roy. However, the firm has recording connections, its latest release being "Here Comes the Night" on Apex in Canada and Cadence in the U. S.

With the Jockeys

Jay Thompson is now with KIHN, Hugo, Okla., doing four hours of country music a day. He plans a Saturday night jamboree for the winter. . . . Bob Johnson, former program director at KRIZ, Phoenix, Ariz., has joined KHEP, Phoenix c.&w. station, to do a three-hour afternoon program. . . . Happy Ison, program director at WKIS, Orlando, Fla., is running a contest featuring two c.&w. stars each week. Johnny Cash has been in the top slot for the past three weeks. Ison plays 15 minutes of the winner's records uninterruptedly on Friday afternoons. . . . Mickey Evans has left WHOO, Orlando, Fla., while Andy Wilson has exited WABR, Winter Park, Fla.

In addition to doing a daily d.j. show at WDSM, Superior, Wis., Dave Dudley has been doing personals in the Duluth area. He says he can use any and all records. . . . Pat Boyd, fem c.&w. deejay at WMAX, Grand Rapids, Mich., is making p.a.'s at Evelyn Genung's Tamarack Barn Dances with the Ramblin' Ranch Hands, and at Rustic Bass Lake Pavilion, with Earl Petersen and His Sons of the Golden West.

Ballin' Wira Bob Strack, country spinner on KIMO, Independence, Kan., was a recent guest on "Red River Jamboree," Paris, Tex., and plugged his current Fee Bee record of "Any Place I Hang My Hat" and "Hillbilly Lovin'." He is set for another disking session in Nashville as well as appearances on other c.&w. shows. . . . Gurney Thomas is back spinning 'em at WCGC, Belmont, N. C., as well as making show dates. . . . Georgie Riddle, who is spinning wax five hours daily over WARU, Peru, Ind., is on the lookout for d.j. copies. Riddle, who recently completed a six-month engagement with his trio at Peru's Rainbow Club, is appearing Sundays at the G Bar B Ranch, Collamer, Ind., along with other c.&w. talent.

KMOP is a new c.&w. station in Tucson, Ariz., co-owned and managed by vet deejay, Ray Odom, formerly of KHEP, Phoenix. Ray will handle a show of his own at the station. . . . Hank Noble, all-night d.j. at CHUM, Toronto, and a c.&w. singer performing under the name of Billy Guitar with his GAR Ranch Boys over the station, has signed to record for Apex, Decca Canadian subsidiary. First four sides will contain two plug tunes, "You Didn't Ever Love Me (Darlin', Did You.)" and "Here Comes the Night."

Ralph Cercy, manager of

(Continued on page 62)

Rhythm-Blues

• Continued from page 60

Summertime....68
The great Gershwin standard in an off-beat performance by Belvin. Latter's spiritual-type vocal is backed by a chorus and fine instrumental arrangement. (Gershwin, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

VINCENT MACREE: Candy Roll/Teen-Age Talk—Gametime 103
THE SAINTS: Rock & Roll Ruby/See Tan Legs—Salem 1012

The Hearts

"The Lonely Night Girls" are back with another hit!

"SO LONG BABY"

B/W

"YOU SAY YOU LOVE ME"

J 1660

Johnnie & Joe

Their 3rd Straight Hit! Zooming with

"IT WAS THERE"

B/W

"THERE GOES MY HEART ON FIRE FOR YOU"

J 1659

Coming Up Strong!

Hal Page AND THE WHALERS

'THUNDERBIRD'

B/W

'SUGAR BABE'

J 1601

ALL J & S DISTRIBUTORS

Order Now!

J & S RECORDS

1651 WASHINGTON BRONX, N. Y.

CYpress 4-1511

• Reviews of New C&W Records

• Continued from page 59

waltz with a moral. Side is backed by chorus. (Northern, ASCAP)

JIM THORNTON
I Want Everything My Baby's Got ... 70
RENOWN 101 — Flavorful country blues, with Thornton's vocal backed by swinging instrumentation. Horns are used in addition to strings. (BMI)
Baby, Let Me Powder Your Nose 68
Novelty rhythm side. Thornton's performance has real country flavor, and there's a danceable beat to the band. (BMI)

JIMMIE SKINNER
I Found My Girl in the U. S. A. 70
MERCURY 71192—This is an answer to those who sing of the fraulsins, geishas, etc. A good idea sung in traditional style by Skinner. Some jocks may give this a whirl. (Starrite, BMI)
Carroll County Blues 57
Guitar and fiddle line-up gives out with old-style down country instrumental side. For solidly entrenched backwoods areas only. (Starrite, BMI)

BILL WHITE
Come on Home 69
ACCENT 1056—Unadulterated country flavor here. White sings a touching song of a mother urging her son to come home. Merits spins. (Sound, BMI)
The Master's Hand 65
This side has an inspirational message. Performance is adequate. (Sound, BMI)

LARRY THORNTON
In a Spin ... 68
AUDITION 1501—There's a tanchera quality to Thornton's bright tune. Pleasant warble, could do some territorial business. (Fowler, BMI)
Forever and a Day 60
Another Thornton original, but here neither tune nor performance is likely to stand out in current market. (Fowler, BMI)

BILLY HALL
This Is the Blues 67
MAR-VEL 1002—Not too outstanding material, but Hall shouts a lusty traditional-style country warble. Indiana disking could do okay in home territory. (Hits of Tomorrow, BMI)
Move Over Rover....67
Man's in the doghouse. Okay country styling, but not too much meat in the material. (Hits of Tomorrow, BMI)

FRANKLIN SMITH
A Golden Dream of You . 67
WARRIOR 504—Smith sings well in traditional western style. Tune is a pretty ballad of its type. Some territorial sales likely for Texas entry. (Tee Sea, BMI)
No Wonder I Wonder 64
Less effective side in same vein. (Tee Sea, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

OPAL JEAN: I'll Never Forget My Kind of a Guy / I Heard His Heart Break Last Night—Warrior 503
BOBBY LILE: Then You'll Know / Keep It Confidential—4 Star 1713
BERT WELLS: Jingle Jangle Jingle / Driftin'—Kay 5714

Unsurpassed in Quality at any Price!
Genuine 8"x10" Glossy Photos
5½¢ each in 5,000 lots
6½¢ in 1,000 lots $8.99 per 100
Post Cards $26 per 1,000
Negatives $$10, $1.50; Postcards 90¢
MOUNTED ENLARGEMENTS 30"x40", $8.90 and 30"x40", $4.00 ea.
A Division of JAMES J. KRIEGSMANN
CopyArt Photographers PLaza 7-0233 165 W 46th St. N. Y. 19, N. Y.
WE DELIVER WHAT WE ADVERTISE

SCENERY
Dye Drops, Flat Sets, Cyclorama Draw Curtains, Operating Equipment.
Schell Scenic Studio
551 South High Columbus, O

• Reviews and Ratings of New Popular Albums

• Continued from page 38

Religious

MAKE A JOYFUL NOISE UNTO THE LORD .. 73
The Four Girls (1-12")
Coral CRL 57158
Spirited renditions of religious themes could attract buys in pop markets, too. The quartet features Jane Russell, Connie Haines, Beryl Davis and Della Russell or Rhonda Fleming. Arrangements are by Lyn Murray. Select ones include "De Lord," "Give Me That Old Time Religion" and "The World Is Not My Home." Some of the numbers were available as singles.

Sound Track

SAMSON AND DELILAH & THE QUIET MAN 73
Victor Young (1-12")
Decca DL 8166
This is a double feature sound track package. The first mentioned DeMille epic was entirely scored by Young and the second film, made by John Ford, contained many themes clefted by Young, in addition to some traditional pieces. The performances are lush and indicate how much the composer-conductor contributed to the art of writing for films.

MONITOR MUSICAL SURVEY

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

Houghton, Mich.
"Tammy," Debbie Reynolds, Coral
Hazelton, Pa.
"Mr. Lee," Bobbettes, Atlantic.
Bozeman, Mont.
"Fascination," Dinah Shore, RCA Victor.
Billings, Mont.
"Push De Button," Lena Horne, RCA Victor.
Tuscaloosa, Ala.
"Chances Are," Johnny Mathis, Columbia
Hutchinson, Kan.
"Honeycomb," Jimmie Rogers, Roulette
Martinsville, Va.
"Darling It's Wonderful," Lovers, Lamp.
Twin Falls, Idaho
"You're Gonna Flip, Mom," Jeri Southern, Decca.
Hartford, Conn.
"Walkin' and Whistlin'," Ray Coniff, Columbia.
Asheville, N. C.
"Wake Up Little Susie," Everly Brothers, Cadence.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

OCTOBER 4, 1947
1. Near You
2. Peg o' My Heart
3. I Wonder Who's Kissing Her Now
4. That's My Desire
5. Feudin' and Fightin'
6. I Wish I Didn't Love You So
7. When You Were Sweet Sixteen
8. Smoke, Smoke, Smoke (That Cigarette)
9. An Apple Blossom Wedding
10. The Lady from 29 Palms

OCTOBER 4, 1952
1. You Belong to Me
2. I Went to Your Wedding
3. Wish You Were Here
4. Auf Wiederseh'n Sweetheart
5. Jambalaya
6. Half as Much
7. Meet Mr. Callaghan
8. High Noon
9. Somewhere Along the Way
10. Botch-A-Me

• Number of Releases This Week

ABC-PARAMOUNT	2	—	—
ACCENT	—	—	1
ALADDIN	—	2	—
AMBER	1	—	—
ATLANTIC	—	1	—
AUDITION	—	—	—
RALLY	1	—	—
CABOT	1	—	—
CAMEO	1	—	—
CAPITOL	1	1	1
CHALLENGE	—	1	—
CLASS	—	1	—
COLUMBIA	4	—	1
CORAL	4	—	—
DECCA	3	—	3
EPIC	1	—	—
FALCON	—	1	—
FOUR STAR	—	—	1
GAME TIME	—	2	—
GLORY	1	—	—
GOLDEN CREST	1	—	—
GRAND AWARD	1	—	—
IMPERIAL	1	—	—
JUBILEE	2	—	—
KAPP	2	—	—
KEY	—	—	1
LIBERTY	1	—	—
LONDON	1	—	—
MAR VEL	1	—	1
MERCURY	2	1	1
M-G-M	3	—	1
MODERN	—	1	—
NATIONAL	1	—	—
RCA VICTOR	3	1	1
RENOWN	—	—	1
ROULETTE	2	—	—
RPM	—	1	—
SALEM	—	1	—
STARDAY	—	—	1
SUN	—	—	2
UNITED	—	1	—
VEE JAY	—	1	—
VIK	2	1	—
WARRIOR	—	—	3
TOTAL	43	17	20

• Reviews of New Pop Records

• Continued from page 58

Spiritual

PROF. CHARLES TAYLOR AND HIS SINGERS
Everytime I Feel the Spirit 75
TUXEDO 925—The Professor and his singers get up a head of steam immediately, and maintain a torrid pace. The spirit is really on them. Solid spiritual wax. (Martin & Morris)
Pray 75
In contrast to the flip, this side is quieter, but has a satisfying quality, with typical gospel-style piano. (Top Notch, ASCAP)

Sacred

THE STAMPS QUARTET
The Walls of Jericho 75
COLUMBIA 41009—Soulful interpretation of the theme should go well with lovers of religious music. The melody is not the familiar "Joshua Fit the Battle of Jericho." (Stamps Quartet, Sesac)

FRANK STAMPS
Maybe It's You, Maybe It's Me . 75
Attractive vocal by bass, Frank Stamps, with piano and group accompaniment on a praise religious theme. (Stamps Quartet, Sesac)

Polka

CHARLES MAGNANTE ORK AND SINGERS
Milwaukee the Home of the Braves 71
GRAND AWARD 1014—Rousing item in march tempo, with considerable novelty appeal. Plenty of rhythm and spirit here. Obviously has some timely baseball fan interest. Dee-jays will give it a good try. (Record, ASCAP)
Pizza Polka 69
Novelty detailing the origin of the pizza pie. A lively rhythm. (Record, ASCAP)

Columbia Distrib Pattern

• Continued from page 16

wherever possible absorbed personnel. In the three new branches, too, there is anticipated no disruption of operations with the change of ownership, and full present personnel will be retained. "Thanks to the splendid co-operation of our present distributors, billing and and other financial matters will be maintained continuously thru the transition period," Lieberson stated.

Elaborate Showroom

An integral part of the over-all factory branch operation will be the creation of modern, elaborate showrooms. In several areas, as in Chicago and Los Angeles, these are already under construction, and it is very likely that Columbia will set these up in the larger Metropolitan areas. At these display centers trained personnel will demonstrate Columbia equipment. Cook feels dealers will derive many advantages from this. For instance, small dealers who are unable to carry a full line will have showroom facilities and will be able to send customers to view demonstrations. Dealers will be able to ... self-service operations ... The showrooms, too, are expected to be attention-getters at the ... level.

Columbia, which is the last of the majors to adopt the factory branch distrib policy, also regards the branches as an important training ground for the development of personnel in all fields—a&r, sales, phonos and equipment.

C&W Activity

• Continued from page 16

Brasfield and the Promenaders—all of ABC-TV's "Country Music Jubilee."

Scheduled to speak at the RATES affair are Connie B. Gay, veteran producer of c.&w. radio, TV shows and overseas show units, who will discuss the effect of c.&w. music abroad, and James C. Bowlmer, who is in charge of the "Philip Morris Country Music Caravan."

RATES saluted country music last year at a similar clambake featuring Tennessee Governor Clements and the "Grand Ole Opry" troupe. However that affair was in honor of WSM-TV, Nashville, while the forthcoming luncheon will delve into all aspects of c.&w. entertainment.

The new Arnold show which will spotlight both pop and c.&w. music via live vocals by Arnold and recordings, will be aired from 11:30 to 11:45 a.m. across the board.

The Foley program, sponsored by Dow Chemical and currently carried by ABC, will be broadcast over NBC on Saturdays from 12:30 to 12:55 p.m.

The "Philip Morris Country Music Show," heretofore heard Friday nights over a regional network, will become a full network Sunday night program, starting October 6 (9:05 to 9:30 p.m.). The program, which features Carl Smith, Goldie Hill, Red Sovine, and others, also tours the country regularly as a personal appearance package.

Epic Contest

• Continued from page 16

tune director, Epic Records is readying a new deejay contest, whereby spinners are asking listeners to name the coupling for Somethin' Smith and the Redheads' next single release.

The promotion, designed to push Smith's new Epic LP, also requires that contestants enter an estimate of the number of such singles that would be sold by the close of this year. Jocks selected to conduct contest in each area by distributors will award several Epic albums daily during the contest week.

First prize for listeners is an all-expense trip to New York, while the No. 1 jockey prize is a $200 merchandise certificate for any department store in his city. There will also be a special prize for the station and jock drawing the most mail.

FOLK TALENT AND TUNES

• Continued from page 61

c.&w. Station KPIK, Colorado Springs, Colo., has lined up a spinner staff that includes Jabbering Jay Drennan, Al McKinley, Bill Dotson and Arlie Dull. The station is looking for records. ... A recent $50,000 fire at Gallipolis (O.) Station WJEH, which had been airing 90 minutes of billbilly music daily, will keep the station off the air about a month. Meanwhile, the station is in need of c.&w. disks to replenish its library, says Ada Hayes. . . . The long-awaited power increase at XERF, Del Rio, Tex., country station, is about to take place. The station's two nightly features are the "Sad Show" and the "Paul Kallinger Show."

Ohio River summer ... cruises out of Cincinnati aboard the vessel, Chaperone, ended Sunday (29) with the naming of a "Miss Country Music of 1957." C... have been sponsored by d... Scott, WNOP, Newport, K... and Marty Robbins, formerly of WCKY, Cincinnati. Winner has been awarded an October all-expense trip to Nashville and "Grand Ole Opry." Arrangements have been made with W. D. Kilpatrick, ... of WSM's Artists Service Bureau in Nashville, for the winner to make guest appearances there.

Albert Pick Hotels
IN 19 CITIES
Outstanding accommodations for meetings, luncheons, parties and conventions
Write, phone, or teletype for full details on meeting facilities
PICK HOTELS CORPORATION
20 N. WACKER CHICAGO 5
Birmingham, Ala. ... Pick Bankhead
Canton, O. ... Pick Belden
Chicago ... Pick Congress
Cincinnati, O. ... Pick Fountain Square
Cleveland, O. ... Pick Carter
Columbus, O. ... Pick Fort Hayes
Dayton, O. ... Pick Miami
Detroit, Mich. ... Pick-Fort Shelby
Evanston, Ill. ... Pick-Georgian
Flint, Mich. ... Pick Durant
Indianapolis, Ind. ... Pick-Antlers
Minneapolis, Minn. ... Pick-Nicollet
Pittsburgh, Pa. ... Pick Roosevelt
St. Louis, Mo. ... Pick-Mark Twain
Pick Melbourne
South Bend, Ind. ... Pick-Oliver
Toledo, O. ... Pick-Fort Meigs
Topeka, Kan. ... Pick-Kansan
Washington, D.C. ... Pick Lee House
Youngstown, O. ... Pick-Ohio
Albert Pick Motels
Chattanooga, Tenn. ... Holiday Inn Motel
Colorado Springs, Colo. ... Holiday Inn Motel
Miami Beach, Fla. ... Albert Pick Motel
Natchez, Miss. ... Holiday Inn Motel
Portsmouth, Va. ... Holiday Inn Motel
Rockford, Ill. ... Edge-O'-Town Motel
Terre Haute, Ind. ... Holiday Inn Motel

MINSTREL COSTUMES & ACCESSORIES
Circulars Free
DANCE & CLOWN COSTUMES
For all other occasions get in touch with
THE COSTUMER
238 State St. Phone: FR 4-7442. Schenectady, N. Y.

Memphis Fair Shrugs Off Rainy Weather

New 75-Cent Gate Charge Helps; Rodeo, Show Boat Score Solid

MEMPHIS — The Mid-South Fair here thru Wednesday (25), the day of its nine-day run, showed it was made of sturdy stuff.

A five-inch rain in a little over six hours Saturday (21), its second day, and menacing weather the following day, which like Saturday normally are among the fair's biggest days, slashed attendance.

But at the wind-up of business Wednesday, attendance had been such that the drop for the first six days was only 50,000. Moreover, Bill Wynne, fair secretary, figured the fair had a good chance of overhauling that loss.

Prime reason for his thinking this was the fact that kids' day which usually is observed on opening day was set back to the second Friday, and Wynne looked for the kids' day to be a big one. Free ducats for the day had been distributed in all of the city and county schools, a factor that was expected to hypo greatly Friday's (27) attendance.

Hiked Gate Helps

Dollar-wise, the fair, even with the rain, did okay during the first six days. A higher gate price for adults, 75 cents against 60 cents last year, helped. So, too, did the strong business for the rodeo and for Show Boat Theater, the fair's two featured attractions, both of which registered big gains over last year.

The rodeo, presented by Ken Roberts, Hoyt, Kan., on a two-a-day basis in the 5,800-capacity Coliseum, had Lone Ranger and Tonto as headliners the first three days and was to have Buffalo Bill Jr., as the name lure on the closing two days.

The Lone Ranger-Tonto-headed show played to four full houses, one was two-thirds filled and the other was a four-fifths house. The rodeo, without a headliner, played to two-thirds and three-quarter houses.

At the end of the first six days, the rodeo gross was 26 per cent higher than for the corresponding period last year.

"Show Boat Follies," booked in by Eldred Stacey of Music Corporation of America, ran extremely strong, with the unit's gross up 52 per cent over last year in the first three days. Unlike last year when the show was presented outdoors,

(Continued on page 67)

Spokane Fair Draws 51,000 For New Record

SPOKANE—A record 51,000 attended the sixth annual Spokane Interstate Fair September 18-22. The 1956 show, previous record holder, drew 43,000.

Unseasonably cool temperatures kept people away at the beginning of the five-day fair but ideal weather brought out 20,000 on the final Sunday. Many visitors commented favorably on improvements made at the fairgrounds since last year and officials said further improvements are planned for 1958.

The program Included old-time threshing bees and sack sewing contests, the Joie Chitwood thrill show, a stampede sponsored by the Spokane County Sheriff's posse, Clown Eddie (Spaghetti) Edwards, fireworks and three carnivals—Inland Empire Shows, Rube Smith and Hayworth. Concessions got good business. Patronage of kiddie rides was under expectations.

Charles T. Meenach is fair manager.

Bloomsburg Fair Up In All Departments.

BLOOMSBURG, Pa.—The fair here was no exception to the good weather and increased attendance felt at most Eastern events this season. Thru mid-week there were increases in all departments.

It appeared that Bloomsburg would be the only one of Pennsylvania's big four—others being Allentown, Reading and York—to escape rain damage. Allentown had an opening day washout and the others had intermittent shows thru their engagements.

In 1943 there were 167,000 paid customers here and it appeared this figure would be surpassed this season. Since those days there has been instituted a free gate daily for school children, altho there are only three official kids' days on which area schools offer holidays. Last year's run drew some 140,000 thru the gates.

On the midway Reithoffer Shows crammed every available foot of space and left several units unloaded because of the space shortage. The independent midway presided over by Frank McTeague and King Reid last year, was governed out of the fair office this time by Paul Whitenight, superintendent of concessions.

Flower beds and trees at the main gate have been removed and replaced by a six-lane road in addition to the two original lanes. The result is much better handling of traffic for the 6,000-car lot which has stimulated enthusiasm for fairgoing by eliminating an old source of discomfort, the bottleneck.

The Tuesday (24) grandstand attendance of 5,500 paid admissions was the biggest for that day that the fair had ever experienced. Gene Holter's animal show was the attraction. Maynard Morden, fair president, pointed out that last year's Tuesday drew 2,300 to the grandstand and 1955 did 1,700.

The night revue, booked in by Willard Alexander, featured Johnny Puleo and his harmonica gang and other acts which had starred the previous week with the Latin Quarter Revue in Allentown. Reception was good. Top price was $1.50. Alexander, a Bloomsburg native, was presenting his first fair program here. Also boosting the Tuesday attendance was a $14,500 stake race.

FAIR PAPER

Danville, Va., Uses Tabloid For Catalog

DANVILLE, Va.—The catalog of the Great Danville Fair is no more. Replacing it this year is a tabloid-sized newspaper utilizing 16 pages. Printing and mailing costs were less, Manager C. C. Finch notes, and the result is an illustrated paper containing all information in story form.

Lists of premiums for various departments were mailed to interested persons in leaflet form since early spring. In the newspaper they are repeated on several pages.

The five-day event, which opens October 8, will have an enlarged grandstand area, as the hillside in the vicinity has been removed to provide extra capacity, now set at 4,000. There will be a free grandstand again, with shows including nightly fireworks and two shows a day by "Ice Frolics of 1957." Icer was booked thru the Gus Sun Agency.

Features this year, in addition to the 18th annual visit by the James E. Strates Shows, will include a fashion revue by home economics students, $20,000 in premium awards, Fifth District Democrats' rally on opening day, the government's Atoms for Peace exhibit, Danville Photographic Club display, and an eight-scene animated display of Virginia road development, built by the State Department of Highways.

OKLA. STATE FAIR HARD HIT BY RAIN

'West-O-Rama' Hurt by Weather; Royal American Rides, Shows Off 18%

OKLAHOMA CITY — The odds were all against the Oklahoma State Fair when the nine-day event here opened Friday night (20). For one thing, the State's three-week long semi-centennial exposition had pre-dated the fair on its own grounds only a few months ago. And more recently, semi-centennial events of various kinds had been staged in various parts of the State.

With the odds thus against it, the fair, which has been deviled by rain since it opened at its present multi-million dollar plant several years ago, opened to another mess of bad weather.

Opening day not only was hit but so too, was Saturday (21), usually a big one for the fair. Saturday's rains were so hard that they washed out the afternoon grandstand attraction (Aut Swenson's Thrilleade) and killed midway play.

On Sunday (22), muddy parking lots plagued the fair—and the knowledge of past muddy parking lots at the fair kept many possible customers away. The gate for this day, always one of the best usually of the run, was down sharply.

The weather turned clear by Monday but the nights thru Wednesday (25) were cold, discouraging attendance and hurting turnouts for the "West-O-Rama," which, C. G. (Pete) Baker, fair secretary, described as "well-received."

Swenson's thrill show got in matinee performances Sunday thru Tuesday. It took some doing to put on Sunday's performance as the track had to be ironed out after the drenching rains of the previous day. Late model stock cars, staged by a local promoter, were presented Wednesday afternoon, and, judged by past standards here, drew a good turnout.

Frank Winkley was slated to

(Continued on page 64)

ESE Hits 505,073 For New Record; Hope Grosses 85G

Half Million Mark Reached; Lure of Hope, Air Force Units Boosts Total

WEST SPRINGFIELD, Mass.—Eastern States Exposition had its year this time, Jack Reynolds noted proudly as the nine-day count soared far ahead of last year's attendance and nearly 10 per cent ahead of the previous all-time high.

Final admission count was set at 505,073 as 81,774 persons turned out on Saturday (21) and 45,055 on the ninth and closing day. The previous mark was 456,370, set in 1953.

Reynolds said it was not likely that full credit be laid to either Bob Hope, who starred in the Coliseum, or the Air Force, which provided ground and aerial displays thruout the week, altho both helped a lot. He mentioned cycles in fair attendance and said that with acceptable weather the big annual was bound to beat its former record.

"This was our year," Reynolds stated, pointing out that major fairs in the East have all done well this season, whenever permitted to by weather.

By hitting the half million mark this season, the ESE joined an exclusive fraternity with only two other charter members, Ottawa's Central Canada Exhibition and Syracuse's New York State Fair.

The new Rhode Island Building was dedicated this fall, bringing to six the number of edifices on the Avenue of States. There is one for each of the New England States, but the possibility was raised that New York State may also sponsor a building on the street. A lot is available, and Governor Harriman replied "terrific idea" when asked if he would be receptive to the idea.

Weather thruout the run was good, with rain falling in any appreciable amount only on Monday (16). Hope had a big week in the Coliseum, and the 1957 theme, stressing the 50th year of military air power, drew a wide range of Air Force units. Included were the

(Continued on page 81)

N. Y. Rodeo Registers Big Advance Sale

NEW YORK — Advance sales for the World's Championship Rodeo indicated a second straight encouraging year. The Madison Square Garden event snapped out of a long decline last year and is running on the same pattern this time, for its September 25-thru-October 13 engagement. Early sales were up 20 per cent.

Monday shows are being eliminated again, having been discarded in 1956 as not worth the expense of operating the big building. Sunday night business was increased by advancing the night shows to an early time, made even earlier this year. Night shows are at 7:30 from Tuesdays thru Thursdays, 8:30 on Fridays and Saturdays, and 6 p.m. Sundays.

In addition, kids are half-priced for mid-week shows as well as

(Continued on page 65)

TRENTON STRONG; N. J. AID EYES

Governor, Agricultural Leader Slate Talks on Increasing State Participation

TRENTON, N. J. — The big, new track and grandstand at the New Jersey State Fairgrounds was a notable feature of this season's run of the fair. Thru mid-week there was good weather and the event, being managed by George A. Hamid Sr., was doing well.

Better civic reception this season than in the past was evidenced in the favorable and lavish newspaper comments, and the accomplishment of a Trenton Industry Building for the first time. A structure was turned over for exhibits of local industry, and the response was good.

Hamid has been pressing for more substantial State participation in the fair. Phil Alampi, State Commissioner of Agriculture, set an October 30 meeting with Hamid and farm groups to discuss the subject, and Hamid will meet December 3 with Governor Meyner and his cabinet. It appeared that much of the opposition to the event was being converted to efforts just as strong, on its behalf.

City Industry Bldg.

County and township schools have been declaring school holidays during fair week, but Trenton schools remain adamant. Hamilton Township civic clubs were addressed at a dinner Tuesday (24) and Trenton groups at a luncheon on Wednesday, as Hamid kept drumming on his theme of broader participation.

Opening day Sunday (22) was good. The World of Mirth Shows grossed some 15 per cent better than last year, partially because they had a full midway erected due to having laid over several days following the fair in Brockton, Mass. Some 600 feet of concession space was in operation by

(Continued on page 65)

Herb Dotten

Could It Happen to You?

HOW IMPORTANT is it for outdoor showmen to carry adequate public liability insurance on their vehicles and their actual show business operations?

In this day of high jury awards ample coverage is nothing less than a "must."

We believe any insurance broker specializing in outdoor show business accounts can give many illustrations of excessive jury awards against outdoor showmen.

One such broker, Charlie Lenz of St. Petersburg, Fla., submits one of these illustrations.

In a letter, accompanied by documentation of the suit, Lenz details one recent excessive award.

The case deals with an Eastern concessionaire who used a truck and trailer, on which $132.28 had been paid Lenz for seven months public liability coverage.

The concessionaire was a party to a three-car highway accident. The owner of an automobile also involved was named co-defendant. In the eyes of the concessionaire, the accident was a minor one. And, he reported it to the insurance company as such.

The woman who claimed injuries in the case refused to go to a hospital following the accident. Attorneys for the insurance company representing the concessionaire figured prior to the trial that the case had a maximum trial value of around $12,500 and a settlement value of from $6,000 to $7,500.

When the suit was started, the woman sought a $50,000 judgment and her husband one for $20,000. Much to the amazement of the insurance company lawyers, the jury's verdict awarded $50,000 to the woman and $20,000 to the husband.

Subsequently, the court granted a remittitur, which set the judgments at $25,000 and $10,000 respectively, for the woman and her husband. The total cost to the insurance company which covered the concessionaire's truck and trailer was $18,645.13, enormous when contrasted to the actual injuries and to the $132.28 cost of the insurance on the concessionaire's truck and trailer.

In calm reflection, a claims department executive for the insurance company which covered the truck and trailer said that confronted with the case again he would still maintain that it had a maximum value of not over $7,500.

"There was no explanation for the verdicts returned inasmuch as they are clearly excessive and it is impossible for us to determine what caused the jury to go so far off base," he said. "These cases are the worst miscarriage of justice that I have ever come across."

A Triple Role for Judge

No jurist in the U. S. plays a role comparable to Beverly Briley, president of the Tennessee State Fair, Nashville.

At one and the same time he serves Davidson County, seat of the fair, as its probate judge, chairman of its various courts, and chief financial officer. And, as the latter, he is automatically a member and, in his case, the hard-working president, of the State Fair board.

Legislation which set up the county judge's post in Davidson County is without duplication anywhere in the U. S. we are told.

A study of Davidson County's financial reports for the fiscal year ending June 30 provides an eye-opening idea of the scope of the judge's responsibilities.

The reports show that there are 18 court districts under the judge. Each district has at least one, most of them two, and in one instance as many as 18 magistrates.

The county's revenue from all sources for the last fiscal year was $19,942,957, and Judge Briley, in his report, points out that the county operated well within its budget, spending some $700,000 less than originally budgeted and taking in $500,000 more than had been expected. Which is pretty good going.

Briley has been the Davidson County judge for seven years, during which time he has demonstrated a keen interest in the Tennessee State Fair and has become well known among outdoor show people.

Judge Briley has pushed vigorously for plant improvements. And the improvements have made a marked difference in the fair's operation and spurred its development.

Prior to the recent run, a concrete floor was laid in the arena, making it possible for the fair for the first time to present an ice show.

Next year more changes will be evident. The mile dirt track is to be ripped up. It will be replaced by a half-mile, hard-surfaced, banked track and a quarter-mile track inside of the half-mile oval.

This change will free space for other uses, enable better and safer auto racing, and also permit the relocation of the midway.

Big plans for later years have been mapped. These plans call for a total outlay of $3,200,000 on plant improvements. Chief among the projects embraced by it would be the razing of the old frame grandstand and the erection of a new 10,500-capacity, steel and concrete stand.

As yet, the money has not been appropriated for the long range program. The Nashville fair, while hard hit this year by rain, has shown remarkable growth and even greater growth potential in recent years, and the request for the necessary money would probably meet with favorable action.

Judge Briley's predecessor as county judge was Litton Hickman who had held the position for 32 years and who, like Briley, took a keen interest in the fair. Hickman, too, was widely known among outdoor showmen.

L. E. Griffin, now and for some years the fair's secretary, has been associated with the fair for 36 years, initially as an accountant working out of the county judge's office.

Rain Hurts Oklahoma State

• Continued from page 63

move in Thursday for the first of three afternoons of various kinds of auto racing, plus a closing night program of big car races under lights.

Going into the last three days, Baker said that he expected attendance, which was down between 20 to 25 per cent to that point, to pick up in the stretch.

He based this on the fact that only a third of the fair's unusually heavy advance sale tickets had been used in the six days of the nine-day event.

The Royal American Shows at the end of the first six days reported ride and show receipts down 18 per cent owing to the early losses to weather.

LOOKING FOR NEW ITEMS?

SEND TODAY FOR OUR 1957-58 CATALOG

CANDY-STRIPE FLOSS PAPER
GOLD-TONE DISPLAY CASES FOR: CANDY APPLES • POPCORN • PEANUTS • ETC
PORTABLE STANDS & TENTS
FLAVOR TURN-TABLES FOR SNOWBALLS
GOLD MEDAL PRODUCTS

OUR ONLY LOCATION

POPPERS SUPPLY CO. of Phila.
1211 N. 2nd STREET • PHILADELPHIA 22, PA
24 Hour Phone Service — GArfield 6-1616

SPACE PLANE RIDE
SPEEDBOAT RIDE
for sure-fire Profits!

Send for complete information on these rides, now! Also Adult Ferris Wheels, and Chairplanes, Trailer Mounted Kiddie Auto Rides, Atomic Jet Fighters and Kiddie Chairplanes.

SMITH & SMITH Inc • SPRINGVILLE, NEW YORK

Features for 1957 TILT-A-WHIRL Features for 1957
FLUORESCENT LIGHTING

Colorful Plastic Signs
Fiberglas Car Tops

For Literature and Particulars, Write, Wire or Phone
P. O. Box 306 Phone: 4-6362
SELLNER MFG. CO.
Faribault, Minnesota

MINIATURE TRAINS
5 models with capacities from 14 children to 240 adults
Write for FREE [illegible]
MINIATURE TRAIN DIV.
ALLAN HERSCHELL CO
North Tonawanda, N. Y.

UNITED STATES TENT
AND AWNING CO. Established 1870.
Over 86 Years of Specialized Experience.
MAIN OFFICE & FACTORY: SARASOTA, FLORIDA
Circus — Carnival — Concession — Any Size — Any Type
THE LOWEST PRICE CONSISTENT WITH QUALITY
SID T. JESSOP
1230 N. EAST AVENUE
GEO. W. JOHNSON
PHONE: RINGLING 6-6316

AMERICA'S FINEST SHOW TENTS
O. Henry Tent & Awning Co.
• CONCESSION TOPS • SHOW TENTS
• RIDE CANVAS • BANNERS
BERNIE MENDELSON
4862 N. CLARK ST Phone: Ardmore 1-1300 CHICAGO 40, ILL.

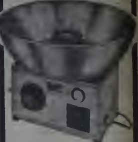
SNO-KONES—CANDY FLOSS—APPLES—POPCORN
If you have not received our new complete Equipment and Supply Catalog, write for it now. Make sure you line up with GOLD MEDAL 100% for bigger profits in 1957. It's the World's Finest SNO-KONE, FLOSS, APPLE, POPCORN & COOKHOUSE line. You can get the GOLD MEDAL line from leading Concession Jobbers. Write for one nearest you.
GOLD MEDAL PRODUCTS COMPANY
314 E. Third St. Cincinnati 2, Ohio

ADVERTISING IN THE BILLBOARD SINCE 1904
ROLL or FOLDED TICKETS
DAY & NIGHT SERVICE SPECIALLY PRINTED
CASH WITH ORDER PRICES ... $15.80 ADDITIONAL 10M's SAME ORDER, $2.80
Above prices for any wording, change of color only, add $2.00. Each change of wording and color add $3.00. For Must be even multiples of [illegible] tickets of a kind and color.
STOCK ROLL TICKETS
5 ROLL $1.75
EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL
WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Shooting Galleries
And supplies for Eastern and Western Type Galleries. Write for new catalog.
H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.

ILLINOIS FIREWORKS
World's Largest Manufacturers and Exhibitors
"Known Everywhere"
Catalogue mailed upon request.
Write or Call
Box 792, Danville, Ill. Phone 1716

Our New "Perfection"



This is the Candy Floss machine that HAS EVERYTHING. Precision built spinnerhead, volt meter, heater rheostat, lightweight, all aluminum. No vibration, rubber mounted motor. You will be glad you decided on the PERFECTION. Free parts with each machine. Write today for full information.
ELECTRIC CANDY FLOSS MACHINE CO.
P. O. Box 478—303 Eighth Ave., S. Nashville, Tenn.

HIGH PROFITS
WITH FREEZER-FRESH PRODUCTS
Sani-Serv
DIRECT-DRAW DAIRY FREEZER

Models with capacity up to 700 servings per hour.
★ No experience needed
★ Increases volume, efficiency!
★ Maintains product consistency!
★ Heavy-duty construction!

Write the leader of the field for free information
GENERAL EQUIPMENT SALES INC
[illegible] Indianapolis, Indiana

POPCORN Equipment & Supplies

A kettle for every requirement: 8, 11 and 33 qt., all aluminum, guaranteed. Popcorn stands, corn, boxes, bags, oils, butter dispensers.
5 qt. $22.00
11 qt. $29.50

FRENCH WAFFLE MOLDS

$2.75 each
Pay for themselves the first hour. 4" cast aluminum molds for commercial use in round, six-sided or [illegible] shapes. Each mold complete with wooden handle and formulas.

Concession Supply Co.
3916 SECOR RD. TOLEDO 13, OHIO

ANCHOR

TENTS
Supplying Superior Show Canvas for over 60 years. Any style or size made to order. Flamefoil and New Nylon Fabrics. THE SHOWMAN'S CHOICE
Write for low prices. Phone HA 5-8166
All Aluminum Tent Frames.
ANCHOR SUPPLY CO.
EVANSVILLE, INDIANA

SHOW TENTS
CENTRAL Canvas Company
516-518 East 18th St.
Kansas City 8, Missouri
Phone: Harrison 3026
HARRY SOMMERVILLE

ROUND-UP

WORLD'S MOST UNIQUE RIDE

FRANK HRUBETZ & CO.

3890 S. 25th St. Salem, Ore

Phone: EM 3-7417

GARBRICK RIDES

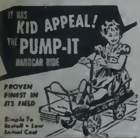
MERRY MIXER

42 Foot Wheel | FLYING CHAIR
36 Foot Wheel | SAUCER SWING

Trailer Mounted Kiddie Rides

GARBRICK MFG.

Lewis H. & Lewis A. Garbrick
Centre Hall, Penna.
Phone: EMpire 4-1463



OTTAWAY AMUSEMENT CO.
MFGS. of STEAM TRAINS HANDCARS
3045 N. ST. FRANCIS • WICHITA, KANS.

Rock-o-Plane
Roll-o-Plane
Fly-o-Plane
Octopus
Midge-o-Racer
Rolgy the Whale

FOR SALE

SEAPLANE—65 ft. Tower, Cars, Motor, Gearing, Complete. .$2,000.00

• • •

1948 SUPER ROLLOPLANE. .$3,000.00

Come and get it

For Details Call Clearwater 1-1909

PURITAS SPRINGS PARK
19500 Puritas Avenue
Cleveland 11, Ohio

MERRY-GO-ROUNDS

1957 Jumping Carousels in 3 standard sizes — kiddie, 30 ft.; teen-age, 30 ft., adult 33 ft., larger sizes on special order. Also KIDDIE RIDES, Ferris Wheels, Airplane Ride, Water Boat Ride.

THEEL MFG. CO.
Leavenworth, Kansas

GIVE TO DAMON RUNYON CANCER FUND

ARENAS & AUDITORIUMS

Enid Convention Hall Lets Shows Operate Concessions

By TOM PARKINSON

INCREASINGLY RARE is the auditorium or arena which does not either lease out its concessions or operate them itself. One of the exceptions is the Convention Hall at Enid, Okla., where all concessions are left to the person or show which rents the building.

This buliding has a Shrine circus, sometimes plays an ice show, boasts an annual home show using its 23,000 square feet, and has had such shows as "Mister Roberts," Spike Jones and Guy Lombardo. Manager F. A Burdick reports that a new maple floor now is being installed.

Background on the concession set-up is that the building operated no concessions for many years, then a two-year lease was made with an operating company. Opposition developed and the building reverted to its earlier set-up.

THAT PROVIDES THAT concessioo operators pay 20 per cent of their net to the building. The Convention Hall provides a concession stand at the front lobby and accasionally it comes up with tables for use as auxiliary stands. Otherwise, it has no facilities and supplies none. Coolers are supplied by the local bottlers as needed. There are two local operators who, on occasion, bring in popcorn machines or other equipment for specific events.

In operation, the present Enid system is built on the fact that all events in the building are required to have a local auspices. Thus, when something is booked that does not carry its own coocession department, the general solution is to have the auspices operate a cold drink stand and such other concessions as they care to.

Sometimes there have been instances in which no concession operation turned up. In those cases, the maoager is able to refer the promoters or others to Enid companies that are able to fill in. The building also follows a rather commonplace method to operate concessions at the high school basketball games. One of the classes in the school does the work and the profits accrue to the high school band for new uniforms. In some cases, the building collects nothing on concessions, altho the show may be fully equipped and operating, because the buildiog's rate structure provides that oo charge will be made against charity groups.

IN PRACTICAL OPERATION, the Convention Hall's concession set-up is not wholly satisfactory. Local factors apparently make it necessary; however, close observation would indicate it has not been working out well for the city's building. Evidence is that a lack of coocession equipment and facilities holds down the number and type of items that can be handled. Amateur and part-time personnel are a handicap in some cases. The concensus is that if the concessions were leased, there would be more satisfaction to the public and more income for the building.

Upped Gate Charge Aids Tenn. State

NASHVILLE — Higher gate charges (75 ceots as against 50 cents last year) softened the blow of daily rains to the Tenoessee State Fair, which Saturday (21) wrapped up its six-dav run.

The weather was the worst the fair received in many years. L. E. Griffin, fair secretary, who has beeo associated with the event for 36 years, said it was the worst in the years he has been connected with the fair.

Attendance, which was down about 15 to 20 per cent, was regarded as extremely strong in the face of the weather. Night grandstand crowds for a GAC-Hamid show, Coliseum crowds for "Ice Vogues," and ride and show business of the Gooding Amusement Company all suffered because of the weather.

Of those three segments, the icer, presented indoors, was hit the least. Its appearance marked the first time an ice show has been presented at the fair.

Big car races, held the final two afternoons, drew good crowds despite weather trouble. On closing day, the races were delayed two hours while the track was ironed out and then were interrupted by rain. A reshuffling of the racing program, however, enabled enough of the program to be staged to save the grandstand crowd. National Speedways (Al Sweeney) presented both the Friday and Saturday auto racing events.

Jim Owens Leaves Fla. State Fair After 30 Years

TAMPA — James (Jimmy) Owens, veteran of 49 years in show business and for the past 30 years superintendent of grounds and buildings for the Flordia State Fair, has retired.

Owens begao his career in show business with Dad Hank's show and worked with such shows as Ringling, World of Mirth, Rubin & Cherry, Morris & Castle, Cetlin & Wilson, E. A. Wortham, Dodson's World Fair, Lackman & Carson, Beckman & Gerety and the Con T. Kennedy shows.

Both Owens and Mrs. Owens are active in the Greater Tampa Showmen's Association and Mrs. Owens is at present serving her eighth year as treasurer of the Ladies' Auxiliary.

The Owens reside at 4620 North Hesperides, Tampa.

N. Y. Rodeo

• Continued from page 63

Wednesday and Friday matinees. Admission scale ranges from $2 thru $6.

Entries were all but complete last week, with 151 names listed, divided as follows: calf roping 41, steer wrestling 55, bareback 44, saddle bronk 42, bull riding 53, and wild horse race 15. There is considerable duplication, many entrants participating two or more events.

Talent includes GAC-Hamid's Lone Ranger-Tonto-Lassie package. Announcing this year is by Chuck Parkison. The 28 performances are the same oumber as offered last year.

MUNICH PLANT

Schiff Sets Factory for Europe Sales

MIAMI — A subsidiary ride manufacturing plant in Munich has been set up by B. A. Schiff of Miami, and Max Zierer Jr., well-known in Europe as a manufacturer of Scooter buildings and various rides.

The German plant now is making the Schiff Roller Coaster, which premiered at two fairs io Germany with success, it is reported. Interest reportedly was caused by its trailer-type transportation, eliminating freight car moves. It differs from Schiff's American ride only in its European-styled decorations.

Schiff and Zierer will introduce the Roller Coaster in other countries on the Continent. It arrived from the United States too late for the Octoher fest opening in Munich. Foreign business will be handled from the office at Loristrasse 28.

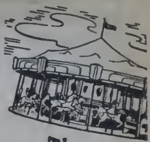
Seven committments for Wild Mouse rides were reported. Ordering the units for their 1958 seasons are Olympic Park, Irvington, N. J.; Revere Beach, Revere, Mass.; Fun Spot, Cincinnati; Geauga Lake Park, Geauga Lake, O.; Myrtle Beach, S. C.; Venice Amusements, Seaside Heights, N. J., and West Point Park, West Point, Pa.

Trenton Strong

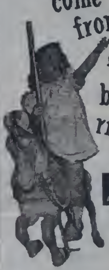
• Continued from page 63

the show, under the games limitations of the State.

Sam Nunis, promoting auto racing at the new track, had a good day with midget cars on the opening day, and was looking forward to a hefty afternoon with big cars oo closing Sunday. During the week Hamid offered racing by three elephants mounted by girls, and said the attraction would probably find acceptance at fairs as a grandstand novelty. Jack Joyce's camels also raced, and four mayors rode in a mule race.



The biggest profits come from the best rides



FINANCE PLAN AVAILABLE

MERRY-GO-ROUND • MINIATURE TRAINS • BOATS • AUTO • PORTABLE ROLLER COASTER • SKY FIGHTER • TANK • HORSE AND BUGGY • JOLLY CATERPILLAR • HELICOPTER • ROADWAY RIDE • RODEO • GASOLINE SPORTS CARS • TWISTER • 18-CAR CAT • RECORD PLAYER • RECORDS • TAPES • RIDE TIMERS • CANVAS

ALLAN HERSCHELL CO., INC. • EST. 1900
NORTH TONAWANDA, N. Y.
"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

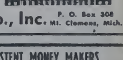
NEW MIDWAY ATTRACTIONS!

THE SPINAROO

Sensational new adult ride requiring space 30x42, eight tubs have a total capacity of 48, requires only one man to operate. This large elaborate portable ride suitable for either park or carnival operation. Write today for complete information.

CRAZY HOUSE

This new modern Fun House has a complete set of tricks and a beautiful neon-trimmed front. Requires a space 50 ft. long and 11 ft. deep, over all height 20 ft. This device is a big money maker and will gross as much as the average major ride. Write today for full details and photo.



King Amusement Co., Inc. P. O. Box 308 Mt. Clemens, Mich.

"NATIONAL" RIDES ARE CONSISTENT MONEY MAKERS

Rides built by National over 40 years ago are still in operation and considered too good to replace.

National Is Famous for . . .

★ Complete Kiddielands
★ Century Flyer (Miniature Train)
★ Trackless Train (No Rails Needed)
★ Camel Jr. (Roller Coaster)
★ Kiddie Buggy Ride (10-Horse De Luxe)
★ The Pony Trot (10 or 20 Ponies)
★ Kiddie Ferris Wheel (For Safety and Profits)
★ Streamlined Coaster Cars (Custom Built for Your Coaster)
★ Funhouses (Designed for Big Profits)
★ Mirror Mazes (An Old Favorite)
★ Laughing Mirrors (Require Little Space)
★ Old Mills & Mill Chutes

Write for Descriptive Circulars

NATIONAL AMUSEMENT DEVICE CO.

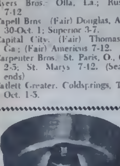
BOX 488, VAF Phone MElrose 2646 DAYTON 7, OHIO

GIVE TO DAMON RUNYON CANCER FUND

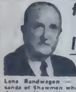
Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Alamo Expo.: Corsicana, Tex.; DeRitter, La, 7-12.
Amusements nl America: (Fair) Petersburg, Va; (Fair) Henderson, N. C, 7-12.
Beam's Attractions. Zebulon, N. C.
Bee's Old Reliable. (Fair) Station, Ky. (Season ends)
Blue Grass: (Fair) Corinth, Miss.; (Fair) Monroe, La., 7-12.
Borderland: Pecos, Tex., Oct. 2-6.
Buck, O C Greenville, N. C.; Monroe 7-12.
Buckeye State: Laurelville, O., Oct. 1-5.
Burke, Harry Amite, La., Oct. 1-7.
Burkhart, No. 1: Winnfield, La.; Jonesville 7-12
Byers Bros. Olla, La.; Ruston 7-12
Capell Bros (Fair) Douglas, Ariz., 30-Oct. 1; Superior 3-7.
Capital City. (Fair) Thomaston, Ga; (Fair) Americus 7-12.
Carpenter Bros. St. Paris, O., Oct. 2-5; St. Marys 7-12. (Season ends)
Catlett Greater. Coldsprings, Tex., Oct. 1-5.

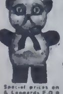


WHIRLWIND
Candy Floss Machine
Here's the machine that pays for itself by extra profit it makes for you Top Production Vibration-less Dependable Trouble-free Operation, Long Life Easy to Run Outsells other makes two to one
PRICE $275.00
Get details now Line up all your Snow, Floss, Popcorn Apple and Grab equipment and supplies from
Gold Medal Products
316 E Third St Cincinnati 2, Ohio



follow the leader
If you want personal service—Hop on the Lenz Bandwagon — join the thousands of Showmen who insure with an Agency that offers only the Best
CHARLES A. LENZ
"The Showman's Insurance Man"
3492 Fourth St., North
St. Petersburg, Fla
Phones 5 3121—7-6914

ONE BALL BOTTLES
No 8719—3 lb Bottle $3.00 ea.
No 8720—6 lb Bottle 6.50 ea.
No 5006—12" Ball 6.45 dz.



BEARS—POODLES
26" BEAR All Colors $20.00 Dozen F.O.B. K. C.
30" BEAR All Colors $25.50 Dozen F.O.B. K. C.
14" SITTING POODLE $12.75 Dozen F.O.B. K. C.
Special prices on Bears, Poodles, Tiger & Leopards F.O.B. Best. Also a complete line of Plush Toys and Concession Merchandise.
Wisconsin Deluxe Co.
1902 No 3rd St. Milwaukee 12, Wis.

INSURANCE
For the Amusement Industry
SAM SOLOMON
"The Showfolks' Insurance Man"
3009 N. Sheridan Road, Chicago, Illinois
Phone: Lingbeach 1-5555 or 5576

Cetlin & Wilson: (Fair) Fayetteville, N. C.; (Fair) Greenwood, S. C., 7-12.
Channs, Jimmie Fairborn, O., Oct. 1-5, (Fair) Winchester, Ind, 7-12.
Cherokee Am. Co.: Moran, Kan., Oct. 1-2
Coleman Bros.: Stafford Springs, Conn.
Collins, Wm T (Fair) Tulsa, Okla., 30-Oct 4
Crafts Expo.: (Fair) Fresno, Calif, Oct. 4-13.
Crystal Am. Co. Calhoun Falls, S. C; (Fair) Sardis, Ga., 7-12.
Cumberland Valley. (Fair) Summerville, Ga; (Fair) Fort Payne, Ala., 7-12. (Season ends)
Dixie Am. Co.: Tishomingo, Okla.
Dowell, Dick: Plainview Tex, Oct. 1-5.
Drago, No. 1 Aurora, Ind., Oct. 1-5. (Season ends)
Drew, James H. (Fair) Covington, Ga; (Fair) Swainsboro 7-12.
Dudley, D. S. Plainview, Tex.
Dyer's Greater. Marianna, Ark.
Endy, David B (Fair) Kingston, S. C; (Fair) Burgaw N C 7-12.
Franklin, Don: (Fair) Rosenberg, Tex., Oct 2-5; (Fair) Angleton 8-12.
Frontier: Casa Grande. Ariz, Oct. 8-13.
Fun-Beam: (Fair) Zebulon, N. C.; (Fair) Martinsville, Va., 7-12.
Fun Fair: Whiteville, N. C.
Gala Expo Des Arc, Ark, Stuttgart 7-12.
Gem City: (Fair) Vicksburg, Miss.
Gentsch, J. A Natchez, Miss.
Georgia Am. Co (Fair McDonough, Ga; (Fair) Millen 7-12.
Glades Am. Co: Jackson, N. C.; Seaboard 7-12
Gladstone Expo Kosciusko, Miss; Clarksdale 7-12.
Gold Medal: (Fair) Jacksonville, N. C. (Fair Rock Hill, S. C., 7-12
Gooding Am. Co. (Fair Atlanta, Ga., Oct 3-12.
Greater Dixieland Expo. (Fair) Marksville, La
Hames, Bill: (Fair) Palestine, Tex.
Hammond, Bob: (Fair) Center, Tex.; (Fair) New Braunfels 8-13.
Heth: (Fair) Laurel, Miss, Carrollton, Ga., 7-12.
Hoard & Mullis: (Fair Sparta, Ga. (Fair) Jackson 7-12
Hottle, Buff, No. 1 Donaldsonville, La; Franklinton 7-12
Hottle, Bull, No. 2: (Fair) Oberlin, La., Oct. 2-6.
Johnny's United: (Fair) Scottsboro, Ala; (Fair) Anniston 7-12.
Ken-Penn Am Co. Lisbon, O., Oct. 3-5.
Key City Greenwood, Miss
Kile, Floyd O (Fair) Farmerville, La, (Fair) Yazoo City Miss., 7-12.
Lawrence Greater. Roanoke, Ala
Manning, Ross: Lumberton, N. C; Clinton 7-12.
Midway of Mirth: Earle, Ark.
Mighty Interstate: (Fair) Dublin, Ga.; (Fair) Baxley 7-12.
Miller, Ralph R (Fair) Franklin, La, Oct. 2-6, (Fair) Jeanerette 7-12.
Mo-Ark Neelyville, Mo.; Risco 7-12.
Monarch: Trumann, Ark.; De Witt 7-12.
Moore's Modern: Andrews, Tex.
Motor State: Moulton, Ala., Oct. 1-5; Louisville, Miss., 7-12.
Oil Capital of the World Shows: Altus, Okla.
Olson: (Fair) Birmingham, Ala.
Page Combined: Bishopville, S. C.
Paga Bros, No. 2 (Fair) Belmont, Miss.
Palmetto Expo. (Fair) Shelby, N. C.; (Fair) York, S. C, 7-12.
Pan American: Sandersville, Ga
Penn Premier. (Fair) Durham, N. C; (Fair) Mt. Airy 7-12.
Peppers All States: Milton, Fla.
Playtime. (Fair) Fryeberg, Me.
Powelson Amusements: Alliance, O.; Wellsville 7-12.
Prell's Broadway. (Fair Frederick, Md.; (Fair) Wilson, N. C., 7-12.
Pryor's: (Fair) Picayune, Miss.; (Fair) Purvis 7-12.
Raines Am. Co. Ringgold, La, Oct. 1-5.
Raley Bros (Fair Pembroke, N. C.; (Fair Marion, S. C., 7-12.
Reid's Golden Stars Trenton, Tenn.
Reithoffer: (Fair) Union, S. C.
Rock City: Monette, Ark.; Cardwell, Mo., 7-12.
Rohr's Modern Midway: Rantoul, Ill., Oct. 1-5.
Rose City Rides: Bernie, Mo.
Royal American: (Fair) Little Rock, Ark; (Fair) Jackson, Miss., 7-12
Royal, Jack: Orangeburg, S. C.; Augusta, Ga., 7-12.
Schafer's Just for Fun: Longview, Tex., Nacogdoches 7-12.
Scott, Turner, Rides. Milledgeville, Ga.
Shan Bros.: (Fair) Sandersville, Ga.; (Fair) Dothan, Ala., 7-12.
Siebrand Bros. Comb. Albuquerque, N. M.
Smiley's Am. Co.: (Fair) Moncks Corner, S. C.; (Fair) Hampton 7-12.
Smith, Geo. Clyde: (Fair) Enfield, N. C., (Fair) Littleton 7-12.
Snapp Greater: Haynesville, La.
Southern States: (Fair) Lake City, Fla.; Arlington, Ga., 7-12.
Southern Valley: Vivian, La.; Montgomery 7-12.
Southland Am. Co.: Crestview, Fla.; De Funiak Springs 7-12.
Star Am. Co.: (Fair) Searcy, Ark., Oct. 7-12.
Strates, James E.: (Fair) Charlotte, N. C., Oct. 1-5; (Fair) Danville, Va., 8-12.
Sunset Am. Co.: (Fair) Caruthersville, Mo.
Tatham Bros. Comb. Charleston, Mo.; Portageville 7-12
Tennessee Valley: (Fair) Starkville, Miss.
Thomas Joyland Reidsville, N. C, Chase City, Va., 7-12.
Tinsley, Johnny T. (Fair) Milledgeville, Ga, (Fair) Moultrie 7-12.
Tivoli Expo. (Fair) Leesville, La; (Fair) Eunice 7-12.
20th Century: (Fair) Waco, Tex.
United States: East Bend, N. C.; Montezuma, Ga., 7-12.
Vinson: (Fair) Carthage, Miss
Virginia Greater: Mebane, N C.; (Fair) Edenton 7-12.
Wallace Bros.: (Fair) Cleveland, Miss., (Fair) Jackson 7-12
Williams Am. Co. Rock Hill, S C.; Hamlet, N. C., 7-12
Wilson Famous: Astoria, Ill, Oct. 2-3.
Wolfe Am. Co.: (Fair) Pageland, S. C, (Fair) Kingstree 7-12.
World's Finest: (Fair) Simcoe, Ont, 1-5.
World of Mirth: Greensboro, N C
World of Pleasure: (Fair) Meridian, Miss.; (Fair) Boaz Ala., 7-12.

Circus Routes

Beatty, Clyde: Vernon, Tex, 30; Childress Oct. 1; Pampa 2, Amarillo 3; Plainview 4; Hereford 5, Littlefield 6.
Beers-Barnes: Siler City, N. C., Oct. 1; Fuquay-Varina 2.
Carson & Barnes: Hagerman, N. M., 30; Ruidoso Oct. 1, Carrizozo 2, Tularosa 3.
Cristiani Bros.: Hendersonville, N. C, 30; Lincolnton Oct. 1; Hickory 2; Madison 3; Leaksville 4; Siler City 5.
Davenport, Orrin: Utica, N. Y., Oct. 15-19.
Hagen Bros Paducah, Ky, 30; Mayfield Oct. 1; Murray 2; Hopkinsville 3; Providence 4; Princeton 5; Owensboro 7; Hartford 8, Franklin 9; Russellville 10; Gallatin, Tenn, 11; Springfield 12.
Kelly-Miller: Maryville, Tenn., 30; Athens Oct. 1; Cleveland 2; Dayton 3; Harrison 4, Clinton 5; Lenoir City 6; Crossville 7; Cookeville 8; Sparta 9; Tullahoma 10; Winchester 11; Fayetteville 12; Lewisburg 13; Franklin 14, Columbia 15.
Polack Bros. Western: Pharr, Tex., 30; Odessa Oct. 4-6; Denver, Colo., 11-17.
Ringling Bros. and Barnum & Bailey: San Francisco, Calif., Oct. 1-6, San Diego 10-13; Los Angeles 15-20.
Strong, John A (Fair) Fresno, Calif., Oct. 4-9.

402,297 Turn Out For Puyallup Run

Misses 1946 Record Mark by Mere 947; 'Dancing Waters,' Grandstand Show Wins

PUYALLUP, Wash.—The 54th annual Western Washington Fair increased its attendance 41,560 over 1956 and was only 947 under the record 404,244 set in 1946. Fair closed its nine-day run here Sunday (22).

The figure of 403,297 was clocked before closing time with a few uncounted stragglers buying tickets after the official mark had been released.

The near-miss was made despite rain that fell lightly on Tuesday morning (17) and then came down in torrents shortly before the start of the evening grandstand show at 7 p.m. John McMurray, fair manager, said that the mechanics of refunding grandstand admissions for the first time in years was set up in the event the performance could not be given. Despite pools of water in the infield, some of the rodeo turns were presented, one of three horse races run and a few of the ground acts went on. Refunds were offered in choices of tickets for Wednesday's shows, gate admissions or cash. Approximately $600 was refunded in cash to a fair-sized grandstand crowd.

The fair opened Saturday (14) with an attendance of 51,732, an increase of 8,442 over the same day a year ago. Each day was over comparable 1956 days with the surplus ranging upward of 1,511, which was chalked up on the rainy Tuesday.

'Waters' Wins

A new feature at the fair this year was "Dancing Waters," which was under canvas and facing the carnival area, directed for 25 years by Earl O. Douglas, who until last year also operated the Douglas Greater Shows. Alfred Osborn, manager of the local "Waters" unit, said that business had exceeded all expectations.

Along with "Waters," the increase in attendance was reflected in revenue in other fair departments. Douglas said that business was ahead of any one of recent years. This is the only event which Douglas plays. The rides, for the most, are permanently installed.

Harry Susman, novelty concessionaire for more than 20 years, also reported increases in revenue, as did M. (Whitey) Monette, also a veteran novelty supplier at this fair.

The show in front of the grandstand was presented twice daily. Combining rodeo with stock supplied by Christensen Bros., horse races and circus-type acts, the show, with each act timed on the program, ran 133 minutes. The night show was finished off with fireworks presented by Pacific International Fireworks Company, Tacoma.

Zavattas Return

The Zoppe-Zavatta Troupe repeated here from their date in 1952, being one of only three acts to be brought back. The other two were the Zacchini cannon act and Joe and Pete Michon. Other acts featured on the show included the Song Brokers, Rudy Docky, the Wazzan Troupe, the Fredianis, Melita and Woons, Zoppe's unsupported ladders, Joe Maize Trio, Zavata bareback riders, Sikorsky, Maggi and Marco, the Three Fatimas, the Seven Ashtons and the Sky Kings. Music was under the direction of Max Frolie.

Cq Taillon emseed the show for his 19th year, with George Prescott the rodeo announcer. Harry W Henson was the secretary and announcer for the races without pari-mutuels. Lee Merrill, official photographer since 1946, returned to his stand in the main administration building. Ann Faber, assisted by Steve Gilje, handled publicity for the second consecutive year as the director.

Miscellaneous

Autry, Gene: Little Rock, Ark., 30-Oct 6; Boston, Mass., 13 and 16-27
Black Watch Band & Pipers: Boston, Mass, Oct. 1; Hartford, Conn., 2; Hershey, Pa., 3; Johnstown, Pa., 4; Pittsburgh 5; Cleveland, O., 6; Toledo 8; Chicago 9, East Lansing, Mich., 10; Columbus, O., 11; Detroit, Mich, 12, Fort Wayne, Ind., 13; Louisville, Ky., 15, Troy, O., 16; Cincinnati 17; Indianapolis, Ind, 18; Kansas City, Mo., 20; Lincoln, Neb, 21.
Burke's Wild Cargo: Oklahoma City Okla, 30-Oct. 5.
Hitler's Personal Auto: Little Rock, Ark 30-Oct. 5.
Meier, Josef, Black Hills Passion Play Quincy, Ill, Oct. 4; Charlotte, N. C, 8-14; Wilmington, 16-19; Charleston, S C., 21-25.
No Time for Sergeants: Indianapolis, Ind., 30-Oct. 5; Charleston, W. Va, 7; Huntington 8-9; Wheeling 10, Reading, Pa., 11-12, Bloomington, Ind, 14; Kalamazoo, Mich., 15, South Bend, Ind., 16, Columbus, Ind, 17; Lafayette 18-19.
Rabbit Foot Minstrels: Osceola, Ark., 30; Blytheville Oct. 1; Joiner 2; Parkin 3, Forrest City 4, Cotton Plant 5; Hughes 7.
Royal Ballet (Sadler's Wells): New York, 30-Oct. 6; Boston, Mass., 8-12; Philadelphia, Pa, 14-19; Washington, D. C 21-25.

Ice Shows

Holiday on Ice of 1957: Tulsa, Okla., 30-Oct. 4; Shreveport, La, 5-8.
Holiday on Ice of 1958: Providence, R. I, Oct. 3-7; Troy, O., 9-14; Fort Wayne, Ind., 15-20.
Ice Capades, 17th Edition: Houston, Tex., 30-Oct. 4; Dallas 5-20.
Ice Capades, 18th Edition: Syracuse, N. Y. 30-Oct. 2; Philadelphia, Pa., 4-16; Charlotte, N. C, 18-24.
Ice Vogues of 1957: Pensacola, Fla, 30; Mobile, Ala., Oct. 1-6; Jackson, Miss., 7-12.
Shipstads & Johnson's Ice Follies: St. Louis, Mo, Oct 2-6; Chicago, Ill., 10-27.

Southland Opens Southeastern Tour

CUTHBERT, Ga — Southland Amusement Company moved here after opening its fall fair season at Port St. Joe, Fla., where rain washed out the first day but good weather boosted takes the rest of the week. George Pense joined recently with a Roller Coaster and two shows. The Flying Leforms are doing their high acts as a free attraction.

INSURANCE
IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

Increase in N. H. Laid To Mutuels

[illegible] N. H.—The 82d [illegible] wound up [illegible] well ahead of last [illegible] the credit going [illegible], according to [illegible], president.

[illegible] first time that night-[illegible] replaced the daytime [illegible] was of the opinion [illegible] mutuels, which have [illegible] of 1958 at all New [illegible], were the biggest at-[illegible]. He set the increase at [illegible] per cent.

[illegible] was rained out opening day [illegible] (14), but big crowds toward the end of the week brought grosses up. Two children's days, Monday and Saturday, also did well with tickets for discount rides being distributed in the schools. Four bicycles were given away by Coleman Bros.' Shows.

There was a 12-race card on Saturday which started at 3 p.m.

DOBRITCH WINS ST. LOUIS SHOW

ST. LOUIS — The St. Louis P[illegible] [illegible] for next April's [illegible] was awarded to Al Dobritch, in association with Freddie Williamson. The [illegible] was announced Friday (27) by Police Capt. O.P. McCallister.

Dobritch flew from Paris, cutting short a European talent trip, in order to make the meeting. Others at the Friday session were L. N. Fleckles, who has had the contract for several recent years; Ernie Young, for GAC-Hamid; Gus Sun, for his own agency, and a representative of the Frank Wirth office.

First day was free, with a $1 general admission evenings and Saturday and 50 cents afternoons.

A new lighting plant was working this year with an output of 168,000 watts. A free grandstand Monday thru Friday afternoons, with a 50-cent charge evenings and Saturdays, drew well. Four acts were booked in by Henry Cogart and Jacy Collier of Boston.

COMING EVENTS

Alabama

Ch[illegible]—Celebration and Indian Pow-wow, [illegible] 20-30. Walter B. Fox, P.O. Box 14, Mobile

D[illegible] National Peanut Festival & Fair, Oct 14-19 Mrs. C. C. McEachin Jr.

Arizona

B[illegible]—Helzapoppin' Rodeo, Oct. 19-20 [illegible] Legion.

P[illegible]—Junior Rodeo, Oct. 12-13.

P[illegible]—Open Horse Show, Oct. 13 West-[illegible] Saddle Club.

P[illegible]—Annual County Fair, Oct. 90. [illegible] A[illegible], St. Joseph Hospital.

[illegible]—Fall Flower Show, Oct. 25. Sierra Vista Garden Club

P[illegible]—Annual Rose Show, Oct. 31. Rose [illegible] Club

P[illegible] [illegible]anthemum Show, Nov. 16. Wa[illegible] Garden Club

P[illegible] [illegible] Show, Nov. 20-24. Ariz. [illegible] Club.

P[illegible]—Commercial Rabbit Show (Pal-[illegible]), Dec 7-8. Commercial Rabbit [illegible]

P[illegible]—Christmas Flower Show Dec 7-9.

S[illegible]—Rodeo, Oct. 6 Robt. [illegible]

T[illegible]—Helldorado Celebration, Oct. [illegible] of Commerce.

W[illegible] Nov 20.

Arkansas

B[illegible]—Blythe Rodeo, Oct. 11-19. R. [illegible]

De[illegible] Co. Livestock Show, Oct. 9-12 [illegible] Kendall

[illegible]—Fall Festival, Oct 14-19.

Good[illegible] Festival, Sept 30-Oct. 6

L[illegible]—Little Rock Rodeo, Sept. 30-[illegible] 5 [illegible] E. B[illegible]d

L[illegible] Livestock Expo & Rodeo, [illegible] 30-Oct 5 [illegible] E. Byrd.

[illegible] Festival Oct 7-12

California

A[illegible] Blue Ribbon Horse Show, Oct 9-[illegible] Ray Stone, 3861 Sunnybrook Lane, Pa[illegible].

Los [illegible] — Great Western Livestock Show Nov 30-Dec 4 A. M. Matthews

San Fra[illegible]o — Grand Nat'l Livestock [illegible] Palace), Nov 1-10 Nya W[illegible]

Sa[illegible]co—San Francisco Rodeo, Nov. [illegible]

Twe[illegible] P[illegible]—Twenty-Nine Palms [illegible] Oct 9-20 R. L. Kley

[illegible]—[illegible] Rodeo, Oct. 6-6. Larry [illegible]

V[illegible] Rodeo, Nov 10-17 [illegible] Angel

V[illegible]—Visalia Rodeo, Oct. 19-20.

Florida

Cocoa—[illegible] Home Show, Nov 27-29 A[illegible] National Press Club, Washington [illegible]

B[illegible] Rodeo, Oct. 4-6 P. C. [illegible]

Georgia

[illegible] Peanut Festival Oct 14-19.

C[illegible] Oct. 27 [illegible]

Wa[illegible] Rodeo, Oct. 10-12 [illegible]

Illinois

[illegible] Expo & Horse [illegible] Nov. 29-Dec 7

C[illegible]ago Rodeo, Oct 6-20 M. B. [illegible]

[illegible] Time Expo. (Navy Pier), [illegible] 0-13

Indiana

K[illegible] Rodeo, Oct 17-20

Iowa

W[illegible] Dairy Cattle Congress, [illegible]

Louisiana

Ba[illegible] Show & Horse [illegible]

[illegible] Rice Festival, Oct [illegible]

[illegible] Fair, Oct [illegible]

[illegible] Forest Fes-[illegible]

[illegible] Oct [illegible]

M[illegible] & Peanuts Fes-[illegible]

M[illegible] Fair, [illegible]

O[illegible] 6-9

St. Martinsville—All Saints Celebration, Oct 28-Nov 9

Mississippi

Starkville—Oktibbeha Co. Livestock Show, Sept 30-Oct. 9. O. P. Parker.

Tylertown—Walthall Co. Livestock Show, Oct 21-23. Ansel Estes.

Winnfield—La. Forest Festival, Oct 2-6 L. L. Brewton Sr.

Winfield—Winfield Rodeo, Oct. 9-8. W. C. Cummings.

Maryland

Princess Anne—Princess Anne Livestock Show, Oct. 4-5. Howard H. Anderson

Timonium—Eastern Nat'l Livestock Show, Nov 16-20 Joseph M. Vial.

Massachusetts

Boston—Boston Rodeo, Oct. 16-27. Walter A. Brown.

Michigan

Port Huron—Thumb Dist. Plowing Match, Oct. 9. Elmo Pynnonen.

Mississippi

Byrum—Festival, Oct. 20-26.

Lucedale—Geo[illegible] Co. Livestock Show, Oct 4-5 B. J. Hilbrun.

Picayune—Pearl River Co. Livestock Show, Oct. 9-5. J. M. Sinclair.

Missouri

Kansas City—American Royal Livestock Show & Horse Show, Oct. 18-26 C. M. Woodard

St. Louis—Firemen's Rodeo (Arena), Nov. 6-19

St. Louis—St. Louis Rodeo, Nov. 8-10 Tom Racks.

Nebraska

Gothenburg—Pony Express Days, Sept 22-26

Omaha—Ak-Sar-Ben Livestock Show & Rodeo, Sept. 20-29 J. J. Isaacson.

Nevada

Carson City—Admission Day Celebration, Oct. 31.

New Mexico

Albuquerque—State Fair Rodeo, Sept. 28-Oct. 9. Leon H. Harms.

Artesia—Eddy Co. 4-H & FFA Livestock Show & Sale, Oct 24-26 Richard & Marek.

New York

New York—Madison Square Garden Rodeo, Sept 25-Oct. 19. Frank Moore.

North Carolina

Hamlet—Fall Festival, Oct 7-12.

North Dakota

Mi[illegible]—Minot Rodeo, Oct. 17-20 Pearl Cu[illegible]en

Ohio

Bradford—Pumpkin Show Oct 8-12.

Fairborn—Fall Festival, Oct 1-6.

Ir[illegible]—Festival of the Hills, Oct. 6-13

Portsmouth—Civic Club Celebration, Sept 30-Oct 6

Urica—Homecoming Oct 3-5 Steward Anderson, 29 S. Fifth St. Lon[illegible]on.

Pennsylvania

Harrisburg—Pa. Livestock Expo. (Farm Show Bldg.), Nov 9-16.

South Carolina

Clover—Armistice Celebration, Nov. 4-11

South Dakota

Canova—Commercial Club Pancake Day, Oct 5

[illegible]ll—Blue & White Day, Oct. 9

[illegible] Falls—National Cornhusking Contest Oct 10-11

Ya[illegible]—Pioneer Day, Oct 8.

Tennessee

So[illegible] Co. Livestock Show, Oct 18 C. W. Bireup.

Texas

Alice—C[illegible] Bend Livestock Show, Oct 24-26 R[illegible]

El Pa[illegible]western Sun Carnival, Dec [illegible]-Jan. 1

Pa[illegible] Livestock Show & R[illegible] Oct [illegible] J. R[illegible].

T[illegible] Rose F[illegible] Oct. 17-20 [illegible] B[illegible]

W[illegible] Rodeo, Sept [illegible] 2. Otis Neely.

Utah

Ogden—Golden Spike Nat'l Livestock Show, Nov 15-20

Virginia

Kenbridge—Tobacco Festival, Oct. 14-19

R[illegible]ed—National Tobacco Festival, Oct 10-19.

Richmond—Richmond Rose Show, Sept 28-Oct 9.

Washington

Va[illegible]—Vancouver Mum Show, Oct 26-27

CANADA

Ontario

T[illegible]—Royal Winter Fair, Nov 15-2[illegible] O. E. McKee.

Saskatchewan

Sa[illegible]—Dairy Cattle Show & Sale Oct [illegible]

Sa[illegible]—Swine Show and Sale, Oct 11. S. N. MacLa[illegible]n.

THE FINAL CURTAIN

ASHARD—William E., 64, [illegible] known as Doc [illegible] September 21 in a Madison, Wis., hospital. In addition to his [illegible] operations, which [illegible] in 1928, Ashard operated [illegible], hot dog and soft drink concessions at the University of Wisconsin football stadium for 32 years. Survivors include his widow, Maude; two sons, William and Richard, both of whom are also active in the concession business; a sister, Ula Ashard, and nine grandchildren.

BROWN—Albert (Crow), 54, Merry-Go-Round foreman with Byers Bros.' Shows, September 19 in Coushatta, La., of a heart ailment. He entered show business in 1927 with Rice Bros.' Shows and during his career spent 18 years with E. E. Farrow of Wallace Bros.' Shows. Survived by his widow, Nelly Mae, two daughters, two sons and a brother.

BRYANT—Dr. Gordon H., 68, known in show business as Kayhm the Mentalist, September 21, in Raleigh, N. C. In addition to years spent in the amusement business, Dr. Bryant was a veteran of World War I, seeing service in France; a member of the American Legion, Rotary Club, New York Academy of Science, American Association for the Advancement of Science, Forest Products Research Society, and one of the founders of Frozen Foods of America. He was a doctor of science, a biochemist and biologist, and had a Ph.D from an Italian university. His widow survives. Burial was in Arlington National cemetery.

BUZZARD—Frank, 72, phoneman for the Clyde Beatty Circus and identified with entertainment promotional work for the past seven years, September 8 in Baptist Hospital, Jacksonville, Fla., after an illness of four days. He made his home in Charleston, W. Va.

CANNON—Mrs. Laura, mother of Frances Hennies Frazier, formerly of Hennies Bros. and Royal American shows, September 16 in Chattanooga. Burial in that city.

LINDERMAN—Douglas C., 32, former rodeo contestant, September 14 in a hunting camp near Cooke City, Mont. Death was presumably from a heart attack. Survivors include his widow, son and a daughter.

WELK—Fred C., 84, formerly on the old Ringling Bros. show, September 9, at Sauk County Hospital, Reedsburg, Wis. Survivors include three nephews, Art and Lawrence Welk and Lawrence Clebel, and niece, Lucille France. Interment was in Greenfield, Wis.

ZIEBER—E. S., president of the Ansell-Simplex Ticket Company, Chicago, September 1 in that city. He was with the firm for 33 years.

In Memory of My Beloved Husband

J. C. (Jimmie) SIMPSON

Who passed away OCTOBER 6, 1943

MARIE SIMPSON

IN MEMORY

Of My Beloved Husband

HARRY MERKEL

Who Passed Away Sept. 30, 1956

MRS. GRACE MERKEL

Memphis Fair

• Continued from page 63

this attraction was presented indoors—in one end of the grandstand.

Preston Foster headed the "Show Boat Follies." Others on the bill included Candy Candido, Bobby Winters, jugglers; Dolly Barr, skater; Johnny Maddox, and the Marian Sage Dancers. The show was presented three times daily, with tickets priced at 60 cents to $1.25.

Fun Zone Off

The midway suffered a setback because of the weekend weather but picked up part of the loss in the following three days. At the end of the first six days games concessions, all under the banner of Chuck Moss, were down only 8 per cent from last year. Rides and shows, contracted by Clif Wilson, were down 12 per cent for the same period.

Elvis Presley was a frequent visitor to the midway, spending several evenings playing the concessions.

Two little "Show Boats," both manufactured by the Allan Hawes Company, Atlanta, and owned by Willis Nayler of Dallas, scored big bits in a 90,000-square foot lagoon which the fair had transformed from a depressed area into a two-feet deep waterway. The boats, working at 25 cents a ride, did bumper business and garnered much publicity, both in the newspapers and over television.

IN MEMORIAM

MY WIFE

MARGIE CETLIN

OCTOBER 5, 1947

As surely as the sun will rise and set,
For some 'twill be a day of deep regret.
This day He beckoned you my Darling Wife,
And took you from me,
the best part of my life.

IZZY

In Memory of

MARGIE CETLIN

October 5, 1947

Could we but push back time into the past,
To live again the days that went so fast.
This day would not just bring back memories
But one like those full of realities.

Sadie—WILSON—Jack

Largest NAAPPB Trade Show Assured As Huedepohl Reports Booth Sales

December Exhibition to Utilize 183 Spaces; Most Gone 2 Months Early

CHICAGO—The largest trade show in the history of the National Association of Amusement Parks, Pools and Beaches has been assured for the December 1-4 run, according to Paul H. Huedepohl, secretary of the NAAPPB.

Huedepohl said that sales of booth space have already accounted for almost all of the 168 booths in the enlarged exposition area at the Sherman Hotel, and some additional space has been made available.

The addition brings the total spaces to 183, and Huedepohl said last week that only 11 of those still were available. The hotel has altered the layout to make 15 extra long and large booths available for the first time. Huedepohl said these sold quickly to makers of rides and other special equipment adaptable to the enlarged and lengthened spaces.

Making Plans

Other preparations for the December convention and trade show also are taking shape. Robert Freed, program chairman, was conferring with Huedepohl about preliminary arrangements and plans in that department. William Schmidt, social chairman, already has met with Huedepohl to complete detailed plans covering the annual banquet, ladies' tea and other events.

Huedepohl said the NAAPPB office is active in arranging hotel accommodations for members and exhibitors. He also has conferred with Pat Lombard, of the GAC-Hamid office in Chicago, about arranging the entertainment for the annual banquet.

TRADE SHOW DOUBLES SIZE

CHICAGO — Size of the park association's annual trade show has increased 100 per cent in its ff-year history. When the show was resumed in 1947, it had exhibitors in 89 booths. When the 1957 show opens in December, it will include 183 booths.

Jersey Skill Men Name Council, Raise Money

ASBURY PARK, N. J.—A 10-member executive council representing all major amusement spots in this State was named Tuesday (17) at the organizational meeting of the Skill Game Operators' Association in the Berkeley-Carteret Hotel. The group was formed this year in opposition to the New Jersey Amusement Men Board of Trade.

Both organizations have the avowed purpose of combating State regulations against skill games, which have been enforced since July, 1956. Game operations have been a sporadic and hazardous undertaking in New Jersey ever since.

Council members, who will handle the association's affairs, are Myra Koppel, Palisades Park; Jack Weiner, Lake Hopatong; Henry Glassen Jr., Olympic Park; Henry Kessel, Keansburg; Tom Barrett, Asbury Park; William Fishelberg, Atlantic City; Frank A. Bilotta, North Wildwood, and Louis J. Costar, Wildwood.

Officers Renamed

Steven M. Cicala, of Asbury Park, was re-elected president, as were Evern Silverthorne, of Cranford, treasurer, and Beverly Kreisberg, Keansberg, secretary. Henry F. Gelhaus, Keansberg, was named vice-president.

Suppliers represented were Fred F. Lewis, of Karl Guggenheim, Inc., and Charles Weiss, of L. Thaler and Company. Also attending was Irving Morris, Irving Morris, Inc., Newark.

A resolution passed called for expenditure of $2,500 to initiate a public relations program. Members present, numbering more than 100, pledged $25 each toward the program. Cicala stressed its need, emphasizing unfair publicity in the past.

The meeting began at 10:30 a.m. with a business session and lasted all day, including luncheon

(Continued on page 81)

NAAPPB:

Survey Seeks Good Subjects For Chicago

SALT LAKE CITY—Efforts to provide a stimulating discussion program at the November convention of the National Association of Amusement Parks, Pools and Beaches have been started by Robert F. Freed of New Lagoon Park.

Freed, second vice-president and program chairman, is circulating a questionnaire on subject matter. Parkmen are asked to choose from nearly two dozen topics, and also to provide ideas or suggestions of interesting subjects not listed in the questionnaire.

Included are new ideas and equipment for children's playgrounds, Disneyland, discussion about Funspot Magazine, central ticket office, ride prices, past president panel to answer questions, discussion on various advertising media, promotion workshop, national public relations program for the industry, holiday business, employee incentive bonuses, passes, kids under 12, stock percentage in game operations, food costs and music licensing problems.

Weather Cuts Tivoli Gate By 225,000

COPENHAGEN — Unfavorable weather during the final four weeks of the park season spoiled Tivoli's chance of again ringing up a new season attendance record, but it did register a new all-time record gross topping last year's $1,506,597. For the third successive season Tivoli also passed the 4,000,000 attendance mark with this season's gate being a bit over 4,035,000, against 4,260,000 in 1956.

Only extremely bad weather affects Tivoli to any serious extent, due to its midtown location and layout of rides and buildings which provides protection against bad weather. Weather caused a low gate of 20,000 on the final Saturday, September 14—usually a big day. Sunday (15) drew a fair crowd of 41,532, which stayed late and spent freely.

Even low gates are offset to some extent because many of the 20,000 holders of season tickets—not included in attendance figures—take advantage of such days to dine in Tivoli or to attend concerts and shows because they know that on such days they will not have to contend with big crowds.

ROLLER RUMBLINGS

Fun's the Watchword In Modern Operation

By C. V. (CAP) SEFFERINO
Manager
Price Hill Roller Rink
Cincinnati

When one is invited to write an article on the subject of fun and games within a roller rink the entire thesis must be devoted to the one word, fun. Games are merely a programming component thru which fun is created for patrons. To begin with, the word fun must be clearly understood, and the only conclusion to which I can come is that fun is nothing more than happiness.

There is an old adage to the effect that it is tough to keep everybody happy, and it is quite true. However, I believe rink operators have the essential elements at their command to create happiness, and that this condition can be accomplished if all the elements are co-ordinated.

In order to achieve this goal, it is my belief that the four elements which create happiness must be broken down and listed in the order of their importance. The most popular theory, and one in which I concur, lists music, dress regulations, deportment and entertainment. You will notice that entertainment is mentioned instead of games, altho most assuredly games have a place in modern programming. This is done advisedly, for it is my opinion that today an annual skating show and a contest on the order of a skating queen package must be inserted in rink programming.

In analyzing music, which is listed as No. 1 in importance, one must visualize the great part it plays in bringing happiness to every human being. Today people live by, eat by, play by and are lulled to sleep by music. It is most certainly granted that millions of people are attracted to bars and night clubs by the beat of a musical combo or listening quality of jazz and jump music, along with the romantic appeal of a trio of violins. This field of entertainment is a highly competitive one, and while many of the smaller bistros exist on environment and a specialized beat, the really successful ones are those that realistically present variety, with emphasis on the type of music that is currently most appealing to the majority of customers.

"Umpa" Music

Consider then, in comparison, the type of music in vogue in a big majority of roller rinks. Ever since the advent of the electric organ most rink owners have held religiously to the same dreary "umpa" style of music without giving a thought to the question of whether or not patrons are pleased with the music.

It is true that on the advice

(Continued on page 8

For Immediate Sale
KIDDIE RIDES
Only 3 left, all in excellent condition Allan Herschell Little Dipper, $4,000.00 National Amusement Train 16 cars, accessories, etc.), $5,000.00. Kiddie Ferris Wheel, $1,000.00. Must be cash on delivery.
KIDDIE LAND, INC.
841 Swarthmore (Phone: PArkview 1-5595 or PArkview 5-6981), University City 24, Missouri.

KIDDIELAND RIDES
Pony Cart, Boat Ride with metal water cylinder, Rocket Ride, G-12 Miniature Train Ride with 1,000 feet of track. All two seasons old. Will greatly sacrifice. Any offer will be considered. Write or contact
F. L. NOSSFALL—PLAYLAND, INC.
R. R. #2, Ballwin, Missouri

GOOD SITE FOR
KIDDIELAND
Rides Available
Phone: Fulton 8-9246
Harvey, Ill.

KIDDIE CAR RAILROADS
Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Galler Coasters. M. H. FRANK, 480 Lexington Ave., New York 17, N. Y.; 180 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

DON'T BE FOOLED
CUSTOM-BUILT MINIATURE GOLF COURSES EARN MORE MONEY!
CHOOSE THE FINEST — INSIST ON A HOLMES COOK COURSE designed and engineered by experts. NO HOLMES COOK COURSES HAVE EVER FAILED
Holmes Cook Miniature Golf Co.
599 Tenth Ave. New York, N. Y.

High Quality
KIDDIE RIDES
ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888

RINK-COTE
The surfacer with traction to preserve new roller skating floors and add life to old floors.
Immediate delivery from
CURVECREST, INC.
Muskegon, Michigan
(Home office)
Also from
Southwest Chicago Skate Agency, Venus, Texas
Skating Rink Supply Co., Birmingham, Alabama
Idyl Wyld Skating Palace, Marion, Indiana
Schlosser Bros., 3406 S. 71st St., Philadelphia, Pa.
Po-Mac Enterprises, Inc., Tulsa, Oklahoma

SKATING RINK TENTS
42 X 102 IN STOCK
53 X 122 AT ALL TIMES
NEW SHOW TENTS MADE TO ORDER
USED TENTS FOR SALE

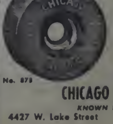
10x18 Ft.	40x 80 Ft.
10x15 Ft.	40x 90 Ft.
14x21 Ft.	40x100 Ft.
20x80 Ft.	60x 60 Ft.
20x40 Ft.	60x 90 Ft.
30x50 Ft.	60x120 Ft.
30x80 Ft.	80x150 Ft.
30x90 Ft.	50x100 Ft.
40x60 Ft.	60x210 Ft.
40x70 Ft.	80x240 Ft.

CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.

WILL SACRIFICE
Portable Skating Rink
All or part—60x120, Chicago flame tent, 300 pairs [illegible] skates, maple [illegible] excellent condition. For further information call or write
MRS. ARCH PERSONS
Plaza 4-4634, Box 831, Tuscaloosa, Ala.

FOR SALE
40x100, 50x128 and 60x140 Portable Roller Rinks. New floors, built to order.
LLOYD BRODIE
514 W. South St. Galesburg, Ill.

PORTABLES ARE THE ANSWER
Porto-Bilt
TENT COVERED SKATING RINK
Write
W. T. SHACKELFORD
Box 428, Smyrna, Ga. Phone: HE [illegible]
Phone 8-2183, Marietta, Ga.

Maple and Fibre Wheels
Rock Hard Maple 87S Standard 87F Figure

No. 878
No. 78 Narrow. No. 78S Wide. New, Long Wearing Fibre Wheels. Keep all wheels in a dry place.
"DURYTE" PLASTIC
No. 78R Reg. No. 89 Precision. Quiet Long Wearing. No Dust. Rink Repairs. Order Now. "Hold Fast" White Shoe Soap.
CHICAGO ROLLER SKATE CO.
KNOWN FOR QUALITY PRODUCTS
4427 W. Lake Street Chicago 24, Illinois

Utah State Counts 226,000 in 10 Days

'Holiday on Ice' Grosses $136,000; Monte Young Fun Zone Off Slightly

SALT LAKE CITY — Utah State Fair closed its 10-day run Sunday with a total attendance of 226,000 down about 9 per cent from the record 1956 run.

Lay-offs in copper mines, an outbreak of Asiatic flu and some cold nights were cited for the drop-off.

"Holiday on Ice" exceeded the expectations of Don Wyatt, fair secretary, grossing $136,000, off only $1,000 from its peak take registered in the Coliseum last year. Wyatt had looked for the icer to gross $125,000, basing his estimate on the fact that the larger set used by the ice show had blocked off some seats used for the "Holiday" last year. The icer, however, gave two extra matinees this year for a total of 17 performances and the added shows enabled it to top Wyatt's budgeted estimate by $11,000.

Grandstand attractions, with one exception, again were offered free. The only grandstand offering that carried an admission charge was stock car races staged on the closing day. These events, with grandstand admission charges of 50 and 25 cents, were staged before a good crowd. The races were presented by a local promoter.

The Monte Young Shows turned in an excellent gross, which was down only slightly from the same show's peak ride and show take of 1956.

Rain Clobbers Chattanooga

CHATTANOOGA, Tenn.—The six-day Chattanooga-Hamilton County Interstate Fair, which Saturday (20) closed its run, was clobbered by rain, washing out opening day and hitting each of the remaining five days.

All segments of the operation were down sharply. Only two complete performances of the free vaudeville show were given because of the weather.

The Olson Shows' rides and shows on the midway suffered a drop of 50 per cent. Games concessionaires also were hard hit.

Muskogee Cut by Rains

MUSKOGEE, Okla. — Rain whacked Oklahoma Free State Fair, cutting back attendance and trimming grandstand and midway business at the nine-day event which closed Sunday (21).

The fair caught rain on opening night, its track was deeply mired the following day and suffered a washout on Saturday (20).

Auto races on both Sundays were staged to good crowds, tho the start of the speed events both afternoons was delayed to permit the ironing out of the track following earlier, heavier rains. Frank Winkley was the promoter of both of these speed programs.

The William T. Collins' Shows, augmented by the Velare Rotor, ran about even with 1956 ride and show grosses.

Allentown Scores Biggest $$ Season

ALLENTOWN, Pa. — Strong successes in several phases of this year's Allentown Fair were scored last week, and officials are now looking forward to a new improvement program which is well under way. Total attendance was given at better than 240,000, including both paid and free admissions, as good as last year and very good in the light of a total washout on opening day, Monday (16).

A feature of this year's event, first under the management of Edward Leidig, who was treasurer [illegible] was the new industrial building. Measuring 200 by 140 feet and offering 28,000 square feet of unobstructed floor space, it housed a bandstand and numerous 4-H displays.

The building, of cinder block construction, will be outfitted with heat within the next three weeks. It will hold an automobile show there this winter and other indoor shows, if interested promoters can be lined up.

New Plant Developing

A couple of years ago the fair hired Gaylord Lewis, who produced a master plan for a new layout. Rather than make wholesale changes, officials reported they will begin a systematic replacement program. A second modern building will be built for [illegible] adjacent to the first one and at a [illegible] angle.

The wide approach to the new structure provided an ideal spot for the Kiddieland of Reithoffer Shows. In previous years there had been no rides on that side of the grandstand.

Leidig said that from all quarters this year's fair grossed the biggest total in its 105-year history. It was $227,000, and the net should far exceed last year. Some $111,000 alone came from ground rentals, and another $7,000 from the Dream House concession.

At the grandstand the Latin Quarter revue booked in by Willard Alexander had to overcome a poor start caused by the opening night washout. Attendance built nightly, with some 5,000 in the grandstand for the closing show on Saturday (21).

A closing day visitor was Prince DuCroy of the 1958 Brussels World's Fair, who was transported from New York by name-on-hat concessionaires Max Sohn and Sidney Daniels.

A party was held in Lou Kane's restaurant on Friday (20) in honor of Ed Scholl, president of the fair association for 24 years until succeeded by Frank Hausmao last year. Civic notables including the mayor were present, as were Father Sabados, the Pennsylvania fair-going priest, and Charley Ettinger, veterao Morning Call columnist.

Pinky Lee Pulls Big At Rocky Mt.

Early Days Best In 38 Years; 100,000 Possible

ROCKY MOUNT, N. C.—There was little doubt that record turnouts and earnings were in store for the Rocky Mount Fair, which got off to an exceptional start on Monday (23) on the strength of its feature attraction, Pinky Lee. Possibilities of a 100,000 attendance total were being expressed at mid-week.

Weather was Ideal compared with the disastrous week of 1956 which was a total washout, compelling an unsuccessful rescheduling later in the year.

For Pinky Lee, fair manager Norman Y. Chambliss advertised in 12 newspapers and also used radio and TV. Newspaper gimmick of a drawing contest brought 3,600 likenesses of Lee.

Tuesday (24) was the biggest day the grandstand ever experienced, with 8,130 kiddie tickets sold for three Pinky Lee shows before the 2,500-seat pavilion. Lee was in for three days, with two shows on Wednesday prior to the opening that night of GAC-Hamid's "Stairway to the Stars" revue.

Wednesday, Negro Citizens' Day, built rapidly and the grounds were well populated at midday. Chambliss expressed praise for the midway operation of the O. C. Buck Shows, which turned in the weightiest one-day gross in the fair's 38 years on Tuesday.

Prospects were termed good for the upcoming fair io Greenville, N. C., also managed by Chambliss. Lee will also appear there as will the Buck Shows, and hypuotist Joan Brandon.

GOLD TOWN

Danbury Sets Six-a-Day Posse Action

DANBURY, Conn.—The growing Western kiddie attraction bas been incorporated loto the Great Danbury Fair's program this year. The nine-day event, Saturday thru Sunday, September 28-October 6, has a Gold Town installation and mid-week cowboy show, but has added the holdup and posse features being used at Western theme parks.

On a half dozen occasions each day there will be a mock holdup in Gold Town, a posse chase, trial and incarceration of the badman. Manager John Leahy and aid C. Irving Jarvis promise plenty of shooting.

Admission for the Buck Steele Wild West Show on opening Saturday and Sunday will be $1.10 for adults and 50 cents for kids. Same prices prevail for Jack Kochman's Hell Drivers in 3 p.m. shows on closing Saturday and Suoday. "Frontier Days" will be beld as a free grandstand show from Mooday thru Friday. Repeating oo the midway will be I. T. Shows.

Presiding over the fair as queen will be the Miss Connecticut entry in the recent Atlantic City Beauty Pageant.

Pomona Racks Up 79,278 Gate Hike On First 11 Days

POMONA, Calif.—Los Angeles County Fair thru Monday (23) 11th day of its 17-day run which ended Sunday (29), registered attendance of 746,293, up 79,278 from the comparable period last year.

The fair turnstiles broke into the lead opening day and continued to pull increases over the same days a year ago with only a "couple of exceptions," a fair representative said.

The run, this year all in September rather than overlapping into early October, featured the Ringling Bros. and Barnum & Bailey Circus each evening in front of the grandstand for 10 days ending Sunday (22). Circus pulled a reported 80,000. During weekdays, the afternonn feature was borse racing with pari-mutuel betting.

A rodeo with Gene Autry and Gail Davis opened Monday night (23) for the remaining seven days of the event. It was produced by H. Werner Buck's Show Management Company. Buck acted as an agent for the fair in bringing the circus here. The rodeo, however, was the company's own production.

Business on the World's Fair midway, directed by Harry A. Illions, with Olivia Waldron's Fair Time Shows supplying the portable major rides and some of the kid devices, was reported ahead of 1956.

Weather for the fair during the first 11 days was clear with comfortably cool nights. Aiding the fair in raising its total attendance from an approximate 1,003,000 in 1956 was completion of the freeway system between the fair grounds and Los Angeles, from which the event draws a major portioo of its attendance.

First Five Days at Richmond: 242,418

Best Weather in Years; New Outdoor Arena Holds Rodeo and Horse Show

RICHMOND, Va.—The best weather io years graced the Atlantic Rural Exposition lasst week, with the result that previous records were all but equalled at midweek. In 1956 there was heavy rain on three days and overcast skies thruout the run, but this time there appeared to be no holding the event back.

Attendaoce thru Wednesday (25) morning totaled 242,418, with the four biggest days ahead, whereas the entire run in 1956 got 345,524 customers.

On the midway, the Cetlin & Wilson Shows were rolling along nicely and shooting at a $150,000 week for rides and shows. On Tuesday the units reportedly turned in around $30,000.

3,500-Seater Outdoors

A new revenue producer for the fair is the open-air arena set near the main gate. Seating 3,500 persons and containing a show ring 150 feet by 300 feet, it was used for Buck Steele's "Frontier Days" rodeo show as well as the horse show for which it was primarily intended. Mitchell said it was figured the fair could sustain two paid attractions at a time, arena and grandstand. Arena seats were 50 cents for kids and 75 for adults.

The fair would undoubtedly roll up its bighest gross in history, Manager J. A. Mitchell noted. Weather was warm for the opening weekend, and cool on Tuesday and Wednesday, but there was no sign of inclemency. On Tuesday the attendance was 81,659 persons.

Opening attraction on Friday (20) before the grandstand was the Ward Beam thrill show, which did fair. Beam was booked in for a two-performance return on the second Friday (27). Roy Acuff's "Grand Ole Opry" unit played thru Thursday to crowds which were not heavy for the first few days. Gene Holter's racing ostriches and animal show were to follow "Frontier Days" in the Arena on Thursday.

Stock car racing was offered on Saturday to good business, and Sam Nunis was in for big car racing on closing day, Saturday (28). Auto racing has become the heaviest draw in recent years, it was reported. Attractions were booked into the fair by both Harry Cooke and Ward Beam.

Mitchell had an attractive front constructed outside the tent holding the government's Atoms for Peace display. Featured was a neon atomic symbol.

Honesdale, Pa., Fair Tops '56 by 1,157

HONESDALE, Pa. — Wayne County Fair attendance topped last year by 1,157, according to an official count released here last week by Dr. W. J. Perkins, president. The fair racked up this increase during its September 10-14 run, despite rain on Tuesday night wheo Cene Holter's animal show was featured, aod on Friday evening when the Jack Kochman thrill show was presented. Perkins reported that more than usual interest was given the harness racing this year.

FAIRFIELD COUNTY FAIR—LANCASTER, OHIO

DAY and NIGHT — OCTOBER 8-9-10-11-12, 1957

LARGEST COUNTY FAIR IN OHIO

WANT small Concessions.

Write T. B. COX, Concessionist

CLYDE BROS. OPENS FALL ROUTE IN LA.

Shreveport Sees Wallendas, Smaha, Welde, Hanel, Hoover, King, Barton

SHREVEPORT, La. — Clyde Bros. Circus, playing tha Hirsch Youth Center at the State Fairgrounds Wednesday (18) thru Sunday (22), opened to moderate business and built to good weekend crowds. Estimate was that the attendance was off from last year when tha building was new.

The Howard Suesz production unvailed a performance with a hefty portion of talent new to the Clyde organization, altho the mainstay of the show again is the Wallenda Family.

Among the acts on the show are Bears; Billy (Mr. Sensation) Barton; tha Hanel Troupe, and Mickey King.

The attendance was light at both Wednesday shows. Thursday afternoon was light. Friday afternoon had about 1,500, while there were upward of 5,000 at night. Saturday night had a reported 8,300. Sunday afternoon drew well despite rain.

La. Shrine Dates

The circus played Lake Charles, La., prior to the Shreveport date and was following up with more Louisiana stands under auspices of Shrine Clubs affiliated with the Shrine Temple at Shreveport.

The line-up of the show here follows:

Display 1, spec; 2—David Hoover's Lions; 3—Mickey King, aerial; 4—Jack Harrison's clowns, hair-grower; 5—Mascn's Seals, Howard's Ponies and Marco the Chimp; 6—Miss Connie, Miss Barnes, wires; 7—Marcus Duo, plate spinning; 8—The Duncans, teeterboard; the Hanels, casting; 9—Clowns; 11—Wallendas, high wire; intermission.

Display 12, Karrells, Roman ladders; 13—Tony Smaha and Clyde's Animal Fantasy; 14—clowns; 15—Mr. Sensation, Miss Karla and Miss Jennie, cloud swings; 16—Welde's Bears; 17—clowns; 18—Marcus Troupe and Tha Hendersons, jugglers; 19—Clyde Bros. Baby Elephants, with Tony Smaha, and 22—Finale, iron jaw number.

Clown Happy Kellems is with the show and he was featured in a full-page pictura article in the Shreveport Times Sunday (15).

Polack Unit Draws 22,500 In Eugene, Ore.

EUGENE, Ore.—Western unit of the Polack Bros.' Circus played to crowds ranging from 5,000 to 6,500 at the MacArthur Court Arena in Eugene, September 18-19. The building seats 10,000.

Sponsor was the Shrine. The first day (18) had 6,000 in the afternoon and 5,000 at night, while there were 5,000 in the afternoon and 6,500 at night on the second day (19).

Postpone Court Hearing Until North Returns

SARASOTA, Fla.—A preliminary hearing in the case of Stuart G. Lancaster and Mrs. Hester Ringling Sanford against principals in management of the Ringling Bros. and Barnum & Bailey Circus was held in circuit court here Wednesday (25).

Tha Sanford-Lancaster suit had asked for injunctions to prevent moving or altering of Ringling corporation books and for appointment of a receiver. The corporation was ordered to show cause why these injunctions should not be granted.

In reply, the corporation Wednesday asked for tha show-cause orders to be withdrawn, but this was not granted. The corporation then asked for a postponement of the hearing until John Ringling North, president of the circus and chief defendant in the suit, returns from Europe. He is expected back about December 20, it was reported. The court then postponed the hearing until January 13 and 14.

Show-Time Showers Slow Cristiani Afternoons

MONTGOMERY, Ala.—Cristiani Bros.' Circus has played to a string of show-time rain storms in the afternoons, but night business frequently has been strong.

Crestview, Fla., gave a light afternoon and a capacity night on Monday (16). Thomasville, Ga., followed (17) with light business all day. Albany, Ga., Wednesday (18), also was a light one. Heavy rain in Eufaula, Ala., on Thursday (19) held business down to only a fair level.

In Columbus, Ga., Friday (20), a torrential rain began at show-time so the afternoon had less than half of capacity. Weather cleared, however, and there was a capacity house at night. Show used a new lot.

Montgomery, Saturday (21), had a $3,000 advance sale and was assured of good business.

Fairbury Man Writes Booklet On Campbells

FAIRBURY, Neb.—A 24-page booklet about the Campbell Bros.' Circus, which was based at Fairbury, has been published as one of a series of pamphlets produced by the Jefferson County Historical Society.

The booklet, authored by Levi Bloyd, of the society, includes 11 pages of pictures. Among them is the panorama of the 1908 Campbell parade and an aerial view of tha show on the lot.

Text is strong on details of the Campbells' early med show and their beginnings in the circus business. There is material here that will be new to most readers. The booklet's weakness is in the show's late years. Actually, it covers the history until about 1907 and accounts for the subsequent five years in one line of type. It makes no mention of other shows the Campbells were involved with later. It is written from a Fairbury viewpoint and is not primarily con-

(Continued on page 71)

Macon, Ga., Shrine To Use More Acts

MACON, Ga.—Potentate J. Joe Sutherland of Shrine Temple here has named a committee to operate the 23d annual Macon Shrine Circus.

W. J. Bailey, chairman for many years, will again head the committee. Others are Will C. Ragan, recorder; Paul M. Conaway, who is serving for his 22d year; Robert Cain, and Charles Ragan.

Tha show will run for six days, starting November 25, at the Macon Auditorium. This year Bailey is upping the budget and adding acts for a fourth section.

Advance ticket sale started Monday (16) and Bailey announced the first week's sales showed a 40 per cent increase over the first week last year.

TOKAYERS OPEN, CLOSE 'BIG TOP'

PHILADELPHIA — The CBS "Big Top" show ended its run of about eight years Saturday (21), with a telecast witnessed by some 2,000 persons in National Guard Armory.

One of the acts, the Tokayers, teeterboard troupe, also was on the first "Big Top" show. Others in the final program were Flying Victors, Walt and Family, Veronica Martell, Tanit Ikao, and Eddy Kuhn's Animals. Jack Sterling was announcer on the TV show.

Polack Combine Contracts 14 Calif. Stands

PHILADELPHIA — Polack Bros.' Circus will play at least 14 stands in California next year. This announcement was made here Wednesday (25) by Sam T. Polack, general agent of the show.

A report in The Billboard that the show would play only four was in error. Polack confirmed, however, that the organization will operate a combined unit next season.

Meanwhile, the advance of the present Western unit is opening in San Antonio and Denver. The Denver Shrine operated a caravan on a 250-mile loop of Northern Colorado to plug the show, which opens at Denver October 11. The San Antonio advance has been opened by Mickey Blue for the October 27 opening. Sam Polack has been in Baltimore and Philadelphia in connection with the Eastern unit's forthcoming dates in these cities.

SOUTHERN TOUR WINS FOR BEATTY

Sunday Run Takes Show to Texas; Performers Out Due to Injuries

LONGVIEW, Texas — Clyde Beatty Circus made a Sunday (22) run of 167 miles to start its tour of Texas here on Monday (23). Prior to that was a generally successful trip across the South.

Huntsville, Decatur and Tuscaloosa were among the big Alabama stands. The Thursday (19) at Brookhaven, Miss., was blown. Natchez followed Friday (20) with a fair day's business. At Monroe, La., the show had half and two-thirds houses for Saturday (21).

Running time of the show is down to about 75 minutes, due largely to injuries. Alberto Zoppe is out of the riding act because of a broken arm. A member of the high wire act is out because of injuries but the act continues. The Sabre jets, flying return act, has been out of the show.

Clyde Beatty is working eight lions and four tigers. The elephant department now numbers [illegible] large ones and three medium [illegible] ones.

Ringling Draws Reported 80,000 At Calif. Fair

POMONA, Calif. — Ringling Bros. and Barnum & Bailey Circus pulled an estimated attendance of 80,000 during 14 appearances in 10 days ending Sunday (22) at Los Angeles County Fair here.

The circus opened with the fair on Friday (13) and gave a performance each evening, plus two matinees on the two Sundays (15, 22). Strong attendance was reported for each performance except on opening night, Monday (16), Tuesday and the closing Sunday night.

H. Werner Buck, of Show Management Company, acted as agent for the fair in booking the circus. A rodeo starring Gene Autry and Gail Davis, a Buck presentation, opened Monday (23) for the remaining seven days of the fair.

Opposition Cools Down

PENSACOLA, Fla. — The recent day-and-date by Cristiani Bros. and Clyde Beatty circuses in Pensacola and Mobile, Ala., apparently will be the last opposition of consequence in tha Middle South this season.

Tha Cristiani show now has turned back toward the Carolinas. Tha Beatty show is in Texas. Possibility existed that Kelly-Miller circus and Cristianis would cross paths in Tennessee, but their routes reveal no conflict. Hagen Bros. is in the area, but so far there is no word of opposition.

Prospects, however, are that Beatty and Cristiani will meet again in Florida as their seasons near an end.

Adams Opening In November; Sets Yule Dates

APPLETON, Wis. — Adams Bros.' Circus will open November [illegible]0 as an indoor show. It [illegible] booked into the Christmas holiday season, when it will switch over to a three-week route of sell-out industrial Christmas parties. Plans call for the show to resume operation in February and make about 12 more weeks.

Bill Griffith, co-owner and general manager, said the opening stand is to be Sturgeon Bay, Wis., with subsequent stands in Northern Wisconsin, Minnesota, Southern Wisconsin, Illinois, and Chicago suburbs.

Title for the Christmas show will be Holiday Circus Revue.

The performance will include three production numbers, [illegible] said. Acts already have been booked. Six floats of special design are being built.

Staff includes W. A. G[illegible], Sr., co-owner; Dan Wilder [illegible] Vern Donnenworth, contracting agents; Bill Rundgren, director of promotions; Walter Crabtree, national ads; Evelyn and Do[illegible] Griffith, concessions, and [illegible] motional crews. Griffith [illegible] operator of a printing company which specializes in forms for [illegible] promotion organizations.

Wenatchee YMCA Tours Circus; Played Alaska

WENATCHEE, Wash. — [illegible] YMCA circus based here [illegible] completed its fourth [illegible] readying for its fifth.

The show traveled 8,000 [illegible] this year, playing 4[illegible] home town. It has [illegible] trailer, air calliope, [illegible] and lighting equipment of [illegible]

The show became the [illegible] cus to play Alaska when it [illegible] there this year under auspices [illegible] the Shrine. [illegible] Bell were the [illegible] territory.

Founder and [illegible] YMCA [illegible] is Paul Pugh [illegible] also [illegible] the [illegible] for one other adult, all [illegible] ipants are youngsters of [illegible] to 17 years. The per[illegible] season included a [illegible] cable walk, trampoline, [illegible] ladder, rolling globe, teet[illegible] tight wire, high wire, dogs, [illegible] ing rope, [illegible] as well as other acts.

Its recent [illegible] hee, Ephrata, H[illegible] ton, Po[illegible] Centralia, P[illegible], and [illegible] side.

Daily Rains Cut K-M Crowds, But Sunday Brings Turnaway

ALBANY, Ky.—Al G. Kelly & Miller Bros. Circus played to a turnaway house here Sunday (22). It was the high spot in a period of 12 days that included 11 days of rain.

In Russellville, Ky., Thursday (19), the show had a fair afternoon and two-thirds night. This was tha clear day. Then Gallatin, Tenn., came along with a fair afternoon and three-quarter night on Friday (20). General Agent Art Miller was back on tha show for tha day.

Glasgow, Ky., Saturday (21), had half and three-quarter houses.

UNDER THE MARQUEE

By TOM PARKINSON

Harry O'Neal, Dick Hale, Jack Painter, and Hank Fraser caught the Beatty show at Monroe, La., and several of them also caught the Clyde Bros'. Circus at Shreveport....The Akron Beacon Journal's **Murray Powers** wrote an article for the Associated Press about tented circuses doing a good business. . . . **Joe Short**, midget clowns visited New York. **Paul M. Conway** caught the Cristiani show at Columbus, Ga. . . . **J. Paul Ashbrook**, CFA, caught the Kelly-Miller circus in Albany, Ky. . . . **Larry Agee**, CFA, was on Cristiani's lot in Columbus, Ga.

Dave Murphy, ticket seller and kid pusher, is back with the Beatty show. . . . **Mrs. Rose Brown**, the former **Rose Clawson**, is in the hospital in Albany, Ga., but is expected to be back with the Cristiani show within two weeks. . . .

T. Dwight Pepple, general agent of Polack Bros. Circus, gave a dinner for a group including F. A. (Babe) Boudioot, Harry Bert, Harry Duncan, Frank Davis, and Nat Green. . . . **C. S. Primrose**, has moved from Oak Park, Ill., to a rest home in Barrington, Ill. . . . **Corrine and Bert Dearo** visited friends on the Ringling, Beatty, Mills, Hunt, and Cristiani shows. Corinne plays Toronto for Hamid-Morton and then joins Orrin Davenport for three stands.

Two **Zoppe Sisters** are riding principal acts with the Beatty show. . . .**Wanda Cristiani** and her husband, **Chester Cable** are playing fairs. . . . **Belmonte Cristiani's Bride, Delia Zacchini**, is playing fairs and will return to Cristiani show later.

Paul M. Conway caught the Beatty show in Pensacola, Fla., and the Cristiani show in Columbus, Ga. . . . **Bill Rodgers** writes that the Sarasota circus played to two full houses at the armory in Logan, W. Va., with good advance sales, and **Ben Thomas** hit the front page in Welch, W. Va., on opening day. . . . **Ala Ming**, slide by bair act, who fell in Poughkeepsie, N. Y., is traveling with the Beatty show again.

Freddie Freeman writes from the Ringling show that **Paul Horompo** and **Carl Stephan** went sightseeing by plane. . . . **Lillie Plato**, injured six weeks ago, has returned to the show and will be working soon. . . . The performers that gave a California State Hospital show were **Al Catarrzis**, the **Bokara Troupe, Hugo Schmitts**, the **Del Morales, Kaichi Namba**, the **Marilex** act, **Otto Griebling, Lou Jacobs, Paul Wenzel, Gene Lewis, Dennis Stevens, Harry Klima, Paul Jerome** and **Arnie Honkola**.

The Kelly-Miller advance consists of Sam Price, car manager; Jim Crabtree, boss lithographer; Hubert Riley, Paul Hale, Jack Lewis, Whitey Burge, Hank Mathews, Jack Marcus, Jim Clark and James Bophrey. . . . **Pete Pepke** visited **Bert Pettus** with the States show at the Hamburg, N. Y., fair. . . . Wattsburg, Pa., fair show included **Sonny Moore, Man and Woman in the Moon, Josef Smiley** and **Company** and **Alex and Galina**.

Eddie Moran and **Bob Bullock**, of F. S. Wolcott's Original Rabbit Foot Minstrel, were entertained by Sam Cook, of Pine Bluff, Ark.

Eddie Billetti writes that he is no longer connected with the Ringling show and now is running a shop that manufactures anchoring devices for house trailers as well as rigging equipment.

Among the acts at the Little Valley, N. Y. Fair were the Tuckers, Mister Ralph, Jacke Jay, Les Orioles, and a Mickey Sullivan hand. . . . Zacchini cannon, the Great Munoz, Lou Bogert, the Florida Trio, Costines Chimps, Mme. Delilah and Jimmy Palmer's band were included in the show at the Dunkirk, N. Y., Fair. . . . Playing the McKean County (Pa.) Fair were the Great Galasso, the Ink Spots, the Great Malikova and the Andy Thompson band.

Mrs. Elizabeth Rooney Tryon is confined to the St. Mary's Ringling Hospital at Baraboo, Wis.

Old-timers on the Benson show are **Red Miller, Lester Paetz, Bill Cox, Wayne Carr** and **Jimmy Bagwell**. . . . **Bill White**, Sheridan, Wyo., fan and former clown, was vacationing in Chicago last week. . . . **The Flying Marilees** go with the Boswell circus in South Africa after they close with the Tower circus in England. **Papo DeBathe** and **Charles Hilderra**, while at the Sacramento State Fair, visited Rudy Bros.' Circus where they met **Al Ross** and **Pal, Ernie (Blinko) Burch** and **Frank Cain**.

Visitors to the Benson and Beers-Barnes shows around Washington, D. C., included **Tony** and **Claire Conway, Vin Carey, Ed Gorsuch, Gordon Townsend, Jack Emmet, Austin Lease, Irving F. Stride, Charles Miles** and **Bert Sheldon**. . . . **Percy Turner**, who will launch the Turner Bros.' Dog and Pony Circus next year, and son **Percy Deane**, along with **Gerrimaine Stanfield** and son, **Bobby**, were guests of **Jimmy Wood** in Thousand Oaks, Calif., and **Dale Petross** at Auction City Zoo. . . . **Lou W. Johnson**, veteran circus calliope player, is now living in Monterey Park, Calif.

Addison Aulger, Omer Kenyon, Charles Blaum and **Harold Rogers** are in advance of Jusef Meiers' Black Hills Passion Play. . . . **Edward C. Hayman**, retired Chicago booking agent, celebrated his 83d birthday.

R. M. Harvey, veteran general agent, has been traveling recently. One stop was in Chicago, where he visited with Nat Green and others. Another junket took him to Jefferson, Ia., where he looked up the grave of **Yankee Robinson**. Harvey made the trip after reading a Masonic magazine's story about the lodge's part in Robinson's final days in 1884.

Melvin Hildreth, in a tribute to Charles T. Hunt, writes that the late showman built his circus from one of few wagons to one of considerable size, that it continued despite three major wars and that Hunt saw the coming of the auto, airplane and other changes that have eliminated space and distance. "He died as he would have wished, the season ended, the show packed away," Hildreth wrote.

Willard B. Cook, tramp clown, will work a supermarket in McComb, Miss. . . . **Jon Schaffer** has rejoined the Mills show. . . . **Jake Miranda** caught the Gil Gray show at Temple, Tex. . . . **Floyd King** was in Dallas and moved to Houston ahead of the Beatty circus.

Tom Inabinette has been transferred from Harlingen, Tex., to Joplin, Mo. . . . Mr. and Mrs. Neal Walters Sr. of Eureka Springs, Ark., announce the coming marriage of their daughter Patty Sue to John H. Stubbs.

Lyman Sheldon caught the Ringling show at Pomona, and will visit the Rudy Bros. Circus. Luciana and Friedel Paster played the Eastover resort in Lenox, Mass. and then left to play Avon Conn.

Show people on the Rudy Bros. Circus in Sacramento included, John Cline, Dorothy Berg, Al Ross and Pal, Rudy Jacobs, Harry Ross, Ernie Burch, Frank Cain, Harry Bernard, and the Olivers. Rudy Bros. is now on the road with an enlarged show for its annual route of auspices stands.

Fairbury Man

• *Continued from page 70*

cerned with what happened to the show elsewhere.

It is an interesting booklet, worth more than the 40-cent price set by the Jefferson County Historical Society, and it is a worthy addition to the growing series of small pamphlets about circuses. —T.P.

... MART

... COLLECTORS ... books, lithographs, ... route cards, old ... and equipment.

... HEADQUARTERS — TANGLEY ... special order. Roy C. Lee ... r, Dallas 3, Tex.

... IN ACTION" — DECORATIVE ... performers and animals. Individual ... M. S. Levy, 316 Melwood ... Pittsburgh, Pa.

... PHOTOS, OLD AND NEW, ALL ... Send one dollar for 7 old ... of different shows; lists ... Bill Van Winkle, Club 180, Mor... Illinois.

DRAFT HORSES, HARNESSED, FROM ½" ... Imported life-like models. ... Walters Hobby ... Road, Utica 4, N. Y.

EUROPEAN CIRCUS ITEMS. BERTRAM ... Chipperfields, Fossetts, twelve photos, $2 ... souvenir programs, heralds, etc. Taber, 3668 Comer, Riverside, ...

... YOUR FAVORITE SHOW AT ... posters, programs, heralds, ... letterheads, tickets, photos, from adv. cars to himself. Send dollar for ... McClintock, Box 891, Franklin, Pa.

1957 ... PICTURES, 18 MILLS, $2, 18 Geo Cole, $2; 15 Hagen, $2, 7 Winter Quarters, Peru, Ind., Cole Bros.' Wagons, $1 Jenny Vogelsang, ... Oak, Niles, Mich.

Pictorial History of the American Circus

By John & Alice Durant. 524 Photos.

Coming Nov. 7 at $10.

Special pre-publication price $9.

PAUL A. RUDDELL
Box 461-88
Wash. 4, D. C.

4—PHONEMEN—4

Christmas Deal. Top Sponsor. TX and Ads. Plenty of Taps. Doris Smith, Bill Stover, contact. Sorry, no collects.

MANAGER
INDIANAPOLIS, IND.
Days—Melrose 4-6239
Nights—Chapel 4-9584-EXT-4

PHONEMEN WANTED

If you can write $200.00 per day, contact me. Just opened here. Sheriff deal to follow, steady till June, '58. No collects, please.

STAN WILLIAMS
Jackson 9738 Omaha, Nebraska

MAYME WARD

Please Phone-Collect
Ringling 6-4601
Sarasota, Fla.
Urgent

WANT 3 MEN

Capable getting money for Baton Rouge, La. Top sponsor. Book, tickets, banners. Collection and pay daily. Deal opens Monday, Oct. 7. Carded ready to go. Phones in. Contact

JACK ROGERS
Jacksonville, Florida
Phone: Flanders 95936. No Collects.
Will be here till Oct. 3.

PROMOTERS, PHONEMEN, CLOWNS

NEW INDOOR CIRCUS

Promoters with crew, 40%. Phonemen, 35%. Clowns to work shows and to learn telephone sales.

PARADE OF CLOWNS CIRCUS
CALL CIRCUS DIRECTOR
(Phone: 6-1662) Champaign, Ill.

Men To Train Here

and take crews. Plenty work. Sid Harris, Bill Darling, Matthewson, Rossman, Stevens, call

BILL WILLIAMS or BILL EVANS
CH 1-2821, Orlando, Fla.

4—PHONEMEN—4

Need 4 Phonemen for Butler, Pa., and other towns. Strong sponsor for all-year round work. Contact

A. J. WIESNER
Butler Savings & Trust Bldg.
106 S. Main, Room 609, Butler, Pa.
Phones 75889 and 18804

BENSON BROS.' CIRCUS

Wants PROMOTIONAL DIRECTORS capable of getting money. Good towns, good sponsors. Indoor dates to follow. No drunks, limbsters and fly-by-nights wanted. Can use one more CONTRACTING AGENT. Can place a few more Aerial Acts. All wires:

BILL MORRIS, BENSON BROS.' CIRCUS
Western Union, Winston-Salem, N. C.
P.S.: Wire me where I can call you. Don't call me.

WANT
CONTRACTING AGENT

Familiar with telephone sponsorship. Cr-it annual earnings in this field. PLEASE, not a finance house or a training school. Replies confidential.

BOX D-18
c/o The Billboard, 2160 Patterson St.
Cincinnati 22, Ohio

4—PHONEMEN—4

Strong auspices, excellent benefit. Deal starting Oct. 1. Paid collectors; U.P.C.'s, book and banners. Pay daily. 6 weeks here, others to follow. Joe Ragon, Bob Robert, come in.

JOHN C. GOLDEN
Phone: Franklin 5-4411, Charlotte, N. C.

PHONEMEN

This is it. New deal. Plenty taps. You can write 400 per day on this deal. 25% commission. Pay daily. Book, tickets, banners. Can use 4 top Banner Men. Jimmy Cottrell, Bob Wallace, Ernie Malone and Ralph Brodwin, call. JIM MILLER call me. IMPORTANT.

EDWARDS
Phone—Day: AL 6-1687
Night: AL 6-4316
Nashville, Tenn.

CIRCUS ACTS WANTED

For Macon Shrine Circus, Nov. 25-30

Acts of all kinds that can work on stage. Especially want good Dog Act, Acrobatic, Tight Wire, bicycle and Novelty Acts. Also can use Flying Act in front of stage. Hartzel, let us hear from you. Phil Doto or Tiger Hale, are you interested in furnishing band? All write:

W. J. Bailey, Chairman
647 Third St. Macon, Georgia

Promotional Mgr.

Wanted

For Clyde Beatty Circus.

Year-round work. Always top auspices. Exceptional opportunity for high-type man. Contact

FLOYD KING
Rice Hotel Houston, Tex.

HUMAN ODDITY PHOTOS

For Sale — Eight hundred 6x7 actual photos of most top notch freaks since the 1850's, such as two-headed men, skinless men, four-legged woman; dog, lion and mule faced, frog and lobster boy, three and four breasted women, double sexed (mailable). Complete descriptive texts for each. Twelve photos for two dollars, fifty for five.

BERNARD L. KOBEL
16 N. San Remo Ave., Clearwater, Fla.

BOOKERS, CONTRACTING AGENTS

Established Show. Top pay. Easy to sell. Year-round employment. Write

TOWN & COUNTRY PRODUCTIONS
Jewell Theatre Building, Springfield, Mo.

PHONEMEN

Vet Deal. Just Starting.
Plenty of Good Taps. Pay Daily.
Call Columbus, Ohio
AMherst 8-6223, Afternoons

Phonemen—Husband and Wife Teams
Promoters With Crews

Work 52 weeks a year. Local & National Deals, Labor (officially endorsed), Postal, etc. Phone—Hartford, Conn., Jackson 5-4617 or Jackson 5-3943. Or write:

ROBERT GINSBURG
138 High St. Hartford, Conn.

4—PHONEMEN—4

Christmas baskets and toys. Sponsored by colored Masons. Daily collections.

J. F. SHAFER
Phone: Turner 3-7887
17 W. 18th St. Gary, Ind.
No collects.

CLYDE BEATTY CIRCUS

WANTS FOR 1958 SEASON

SENSATIONAL & OUTSTANDING BIG SHOW FEATURE AND NOVELTY ACTS

Wire Artist, Teeter Board Acrobat and Gymnast, Contortionist, Equilibrists, Skaters, Bar and Ladder Features. Also Aerialists, Equestrians, Race Riders; family Acts that can double.

Open early April in Florida. Longest season of any Circus. Meals and lodgings furnished. State details and lowest salary first letter. Enclose photograph. Can place now 10 Billposters for balance of season. Address:

CLYDE BEATTY CIRCUS
Commercial Court Building, Sarasota, Fla.

WANT TWO MORE CONTRACTING AGENTS

Who can book telephone promotion contracts for the show that works 5 days a week, 11 months a year and pays everybody off. It's easier to book this one because you are selling TV, movie and record stars, and show also carries circus, novelty and vaudeville acts. Most of our performers, promoters and agents have been here several years. This season completes our seventh year of promotion and we are now booking our Fifty-Eight route. Barry, come on home. The number you wired from Louisville was wrong number. Contact

PAUL F. FORRESTER, General Agent
For Tommy Scott Show, 1809 West Princeton, Phone Garden 4-4298, Orlando, Fla.

ARE YOU A ● ● ●

TELEPHONE SALESMAN or SALESWOMAN?

Don't call unless qualified! Pleasant working conditions, air-conditioned offices. Immediate draw can be arranged if you are producing.
NEED 10 SALESMEN OR SALESWOMEN.
Exclusive franchise—first time offered in St. Louis. If you are a Producer you can make $118.50 to $208.76 per week.
Apply: JIM JEFFRIES (no collect calls), SUITE 601, 706 OLIVE ST., ST. LOUIS, MO. (Phones: CHestnut 1-4656 or CHestnut 1-4654)

RAS Midway Gross Down at Okla. City

18% Drop Caused by Rainy Weather; Show Moves to Little Rock Fair

OKLAHOMA CITY — An 18 per cent drop in ride and show receipts was sustained by the Royal American Shows in the first six days of the nine-day Oklahoma City Fair here as a result of rainy in the fair's first few days.

Rain hit Friday (20), tee-off night, and Saturday (21) whacked the midway hard. Sunday (22) also was off due to lower fair attendance, a by-product of the previous day's rains and an awareness by possible fairgoers of the probable condition of the fair's unpaved parking lots.

Usually the first Saturday and the only Sunday of the run are among the fair's best days, and the loss to the Royal on those days was substantial. Daytime weather then the next three days was clear but nights were cold, discouraging midway patronage and cutting down spending below past levels.

The Royal moved from here to Little Rock, where it will open Monday (30) at the Arkansas Livestock Show.

Northern Fair Grosses Down For Portemont

CARTERSVILLE, Ga. — Midway grosses at Northern fairs played by Johnny's United Shows were below 1956 levels, according to Johnny Portemont, owner-manager.

Since hitting Southern territory, business has perked up to last year's levels, and the Limestone County Fair, Athens, Ala., registered a sharp increase.

Upcoming on the Portemont route are two Alabama fairs at Scottsboro and Anniston.

Line-up here included 14 rides, eight shows and close to 60 concessions.

Weather Hurts Reid Grosses At Shop Center

DETROIT—Happyland Shows, owned by John F. Reid, was scheduled to wind up its Michigan route here Sunday (29) after an 11-day stand at the Sheldon Center Shopping Plaza, west of Detroit. Rain and cold weather hurt business at this engagement.

From Sheldon Center, Happyland moves to Oak Harbor, O., for a four-day celebration, and then closes for the season, moving into winter quarters at Webbervile, Mich. A large new addition to the buildings there is being completed under the supervision of Virgil Dickey, manager of the show.

Mrs. Ethel Stager, secretary, was scheduled to leave Monday (30) for Miami.

Year Spotty For Ruback

CORPUS CHRISTI, Tex. — Spotty business for Alamo Exposition Shows has kept the season's grosses about in line with those of last year, Jack Ruback, owner-manager, announced here last week.

Following the last fairs, the show will play two more in Texas and then move to San Antonio winter quarters. Ruback will be in Chicago for the outdoor meetings this fall.

The veteran owner disclosed that he had again signed to provide the midway attractions at the San Antonio Battle of Flowers for the 128th year. Dates will be April 22-27.

OWN HOME

NSA Prepares For Move to New Building

NEW YORK — The National Showmen's Association took title to their new clubhouse on Wednesday (25), and made immediate plans to move in. Attending the signing were club president Morris Batalski, secretary Ethel Weinberg, and attorney Sol C. Levine, brother

(Continued on page 74)

Big ESE Layout Raises Reid Gross

WEST SPRINGFIELD, Mass.— A slow starting but generally good season drew to a close Sunday (22) for the Reid Shows here at the Eastern States Exposition.

In far the sixth year, Reid provided the ride area with its heavy set assortment of devices and the cumulative total grossed was the best ever. In addition to bringing more units, the office was asked by a record attendance which pushed over 500,000 for the first time.

More than two dozen rides were used, namely, Wild Mouse, Round Up, three Ferris Wheels, Tilt-a-Whirl, Octopus, Caterpillar, Chairplane, Funhouse, Rock-o-Matic, Little Dipper, Merry-Go-Round, Rocket, Roll-o-Whirl, Hot Rods, Scenic German Merry-Go-Round, Rolee-O, and kiddieland.

Rides were booked in from Savin Rock Park in Connecticut, Woodland, N. J., and elsewhere. Several rides of Roland Champagne's Continental Shows were on the lot. There was a newly paved track for the Hot Rod unit, and Reid provided a large number of colorful flagpoles to set off the fun zone.

Elsewhere, the strip of concessions installed last year in a permanent row of booths against the Coliseum's race track end did very well. Reid operates that section in conjunction with B. Whitney McTeague.

The ex here and the preceding fair dates in Burlington and Rutland, Vt., added to a big wind-up for the Reid organization, which has returned to quarters. Spring dates laid their share of wet ones but the finish left the Manchester, Vt., operator smiling.

Capital City Adds New MGR, Inks Scrambler

MANCHESTER, Ga. — J. I. Keef, owner-manager of Capital City Shows, has beefed up his ride roster for late season fairs by the addition of a new Allan Herschell three-abreast Merry-Go-Round and a new Eliason's Scrambler.

These additions make for a total of 12 rides, six shows and over 40 concessions. Keef disclosed that the season thus far has been sharply ahead of 1956, including still dates.

A number of solid fairs are yet to come, he said. These in Georgia are Thomaston, Americus, Dawson, Thomasville and Valdosta. In addition, the show will play the Live Oak Fla., event.

Illions' Pomona Biz Runs Ahead of 1956

POMONA, Calif. — Altho pre-fair expense spending dipped, business again was good on the midway at Los Angeles County Fair thru Monday (23), 11th day of the 17 days fair which ended Sunday (29) ahead of the 1956 because of an increase in fair attendance, Harry A. Illions, director of the fun zone, said.

During the first 11 days, the fair had an attendance of 746,293 vs. 79,278 from the comparable time period last year.

During the past six years that Illions has operated the World's Fair Midway on a contract that ended with the close of this fair, gross receipts for the zone have steadily increased. Despite a drop at the turnstiles last year, the take was ahead of the previous year, Illions said.

The veteran midway operator this year supplemented his permanently installed display of the main zone with super units supplied by Olivia Waldron's Fairy Tale Shows. Illions had a majority of the rides in the kiddieland and Mrs. Waldron the major portion in the second sideshow tent.

Siebrand Sets Fund Drive

GRAND JUNCTION, Colo.— Funds to help defray hospital costs of M. M. (Buck) Buckley, veteran showman, will be issued by Siebrand Bros. Shows in Siebrand Bros. Shows in Phoenix just prior to the Arizona State Fair, Sam Steffin, member of the shows' personnel who is handling the arrangements, said.

Mrs. Margaret Farmer is heading the drive. Contributions to the fund are being sought in advance of the Phoenix event early in November, and a number of showmen have already sent their checks to Mrs. Farmer in care of the Pacific Coast Showmen's Association in Los Angeles.

Buckley is now hospitalized in Long Beach, Calif., Steffin said.

Reithoffers Open First Southern Tour

Allentown, Bloomsburg Give Trucker Best Season; Six Dixie Fairs Carded

BLOOMSBURG, Pa.—A long haul to the fair in Allentown, Pa., was on the minds of the Reithoffer Shows clan last week as it wound up its best season in the North, and prepared for its first crack at fall fairs in Dixie.

Most of the family's 51 rides, which were split into four units at times, will be stored in Dallas, Pa., quarters, and the chosen units will still represent a good-sized truck show. Climax of a season which had looked disappointing for a while was the bonanza revenue earned at the Allentown and Bloomsburg Fairs, first time for tha organization at the former date and second at the latter.

82 Units Fielded

Ride and show line-up at Allentown was occupied by a heavy complement of 22 major rides, 20 kiddie units and 20 shows. The fair's January previous day crowd of around 115 gave box office an exceptional gross as it was the first time a full midway was up and ready on previous day. Estimates of attendance ran as high as 95,000. Official opening day Monday was a rainout, with good turnouts and spending graced the opts for the rest of the week. Spending was down at virtually all concessions, however, both at the clinics space fitted by Bernard Buckley Allen and on the independent midways.

Rides included five adult Ferris Wheels and one kiddie Wheel, three adult Merry-Go-Rounds and one kiddie Merry-Go-Round, Scenic, Pretzel, Dark Ride, two Roll-o-Planes, Shooter, Round Up, Twister, Rider-O, Spinaroo, Wild Mouse, Little Dipper and kiddie units which included the Junior Hot Rods, Spinaroo and Tilt-a-Whirl.

Shows were the Side Show of Lew Alter and Mickey Martin, Joe Scarpino's Club Hollywood, steel show, Snake Show, Wild Is Torture, Palace of Beauty featuring Nanette Hall, Beautiful Girl Show, Monkey Show, Cage, Minstrel Jungle Show, the Great Alfredo, Unborn, Cloist Arcade, Wild Life French Question, Illusion, Pit Show, Wonders of Death, and Commissioner's

(Continued on page 74)

Miss. Route Opens Okay For Frederick

WEST POINT, Miss.—Mississippi State Shows, after moving over 1,000 miles into the Southern Mississippi territory, had been getting okay business, Joe J. Frederick, owner-manager, reported here a week. Results last week were more than satisfactory this year and the Southern outs promised to be better. The show will be logging Mississippi fairs in Louisville, Greenville and Ruleville.

Meanwhile, the show will play Mississippi fairs in Louisville, Greenville and Ruleville.

The Southern outs have 20 rides, two back-end units and 40 concessions.

Vivonas Bag Lehighton; Statesville Gets Rain

SANFORD, N. C.—Torrential rains that spoiled the opening days of the Lenoir County Fair in Kinston and sharply into earnings of Amusements of America The date had shaped up as a good one, and the weather handicap proved tough to overcome.

Monday (16) was a washout, Tuesday was a rainy, chilly but fair attendance for the kiddie day program. Wednesday saw a heavy midway drop-in and rainfall after a big county kids day fiasco in the afternoon. Thursday, the big day at Statesville, was a near rainout, but clearing skies around 9 p.m permitted action to pick up.

Saturday was the only clear day of the week, and it proved to be the biggest. Kwanis Club took a midway day-in-advance in every way, the Vivona management said, and contracts for 1958 were signed on closing night. Clyde Sutton, manager, Mozia Vivona reported, also signing the Lehighton (Pa.) Fair for a 1958 repeat.

New Units Added

The midway was enhanced by the addition of a Scrambler and Scooter, and presented a line-up of 24 rides, 11 shows and 50 concessions occupying the space allotted. Jack Chesnutt [illegible] well with his gill show, Lillian Monson's Gollywog and Minstrel Jungle show, Bernice Vivona's gimmes, Carl Marshall's clown makeup in front of the house to attendant [illegible].

Mrs. Catherine Vivona suffered a slight attack [illegible] the 23d but recovered [illegible] and was encouraged in the time off. On Wednesday the [illegible] opened early to take care of the kids who were treated to [illegible] phone Hanna, and also [illegible] them with [illegible] and [illegible] Vivona. The [illegible] Vivona Fair Board [illegible] the kids, who were a [illegible] of midway rides.

Harry E. Wilson, [illegible] chief, will leave [illegible] to complete arrangements [illegible] winter-time [illegible] November 15.

Okay Week in Hickory Greets Buck in Dixie

HICKORY, N. C. — A series of mishaps were all that ailed the O. T. Buck Shows during their hard south from Bath, Va., to Hickory, N. C. Opening day was a fair schedule event and continued on Monday night and the week's wind-up was a good one.

The fair had one of its biggest attendance totals and the midway grossed accordingly. More than 5,000 concessions graced the line-up, including at least 20 center stands.

Manager Johnny Hall's concessioners booked on and plan to stay with the show until the season ends. Included were Germaine Lollar, George Hartley, Little Bit and John Pinkston, M. C. Cormack, McBride, Novak, Elliot, Taylor and Norwid.

Extra exhibit space was provided here with the addition to the grandstand, which also produced added seating for the stageshow, Kaufman Hell Drivers and fireworks. Corbin Green, secretary-manager, reported satisfactory results.

Albemarle, N. C., followed last week, with a fair opening but rained on the Middle Day, Thursday (17). The 20 rides being carried were supplemented by a Roll-o-Plane and Rock-a-Plane.

MIDWAY CONFAB

Mrs. Dolly Young, who closed the season about two weeks ago with Gem City Shows, is visiting friends in Opelika, Ala., and will remain there another week before going to her home in Tampa for the winter.

A Hutchinson, Kan., crippled youngster had one of his biggest days recently when he visited Royal American Shows at the fair there. Brought out to the midway by city police, the lad was taken over by Royal staffers who personally escorted him on a tour of the rides and shows. He then went down concession row where O. J. (Whitey) Weiss, concession manager, saw to it that he not only was loaded with numerous gifts, but received a lustily collected $220 to help pay for medical treatments.

Dick Wilson is confined to General Hospital, Minneapolis. He was stricken with a heart attack during the Minnesota State Fair.

Ray Higgins, veteran midway-ite, writes from 8535 Whittier, Pico, Calif. that his wife recently underwent surgery and is on the mend. Higgins, who has also been ailing, missed going out this year for the first time in years. Doing his lifetime in the business he was associated with Ray Williams, Cetlin & Wilson, Royal American, World of Mirth, James E. Strates, John Marks and Olson shows.

Tom Sharkey, veteran concessionaire, is back around his Chicago haunts after being released from a Louisville hospital. Sharkey suffered four broken ribs and other injuries in an auto collision near the fairgrounds there. Sharkey, billing the Reading, Pa., fair concessionaire Leo LaSalle headed for home to take a little rest.

Roy Bumgardner writes that he and his grandson visited O. C. Buck Shows at Hickory, N. C., and the Roy Manning Shows at Lenoir, N. C.

The Greater Ohio Showmen's Association received favorable publicity at the recent Ohio State Fair in Columbus. The organization awarded a harness race trophy to J. P. Neff, whose horse won the last race of the card. F. C. Cook, club president, did the honors.

Fred Landrow writes that World of Pleasure Shows has been experiencing quite a bit of rain but business seems to be holding up.

. . . Mr. and Mrs. Byron Gosh have their novelty concession with the World of Pleasure and will go on tour with their own show in October. . . . Jim Escobar, Side Show strong man, is visiting Curley Moore, who has a shooting gallery on the show. . . . Janice Wood and Abelene, Tex., Grabber is on sick list. . . . Floyd Lamb joined Hames working a cigarette joint. . . . Eddie and Imogene Lynch, with their two booths, are doing fine and said they would play Lubbock, Tex.

Larry Marcasolo joined the Buck midway in Rocky Mount, N. C., after a good week at Great Barrington, Mass. Also from the Buck show, Roy Peugh pens that Sky Sally Beldock and son Skipper, left at Hickory, N. C., to get Skipper back to school in Tampa. Johnny Vick, age eight, made the trip to Tampa alone by train. He is the son of Mr. and Mrs. Vick, Derby Racer operators, and will stay with his grandparents. Cookhouse operator, Mrs. Bernie Thriet, returned to Elmira, N. Y., with her daughters and son. Mr. and Mrs. Chester Batcholler joined with their candy apple and snow cone stand. William Beldock, ride superintendent, was confined with pneumonia in Hickory, N. C., but has returned to work.

Ben Hyman, concessionaire for over 20 years at Texas Exposition shows, visited the show in Center, Tex., and renewed many old acquaintances. Benny, who remained off the road this year due to ill health, is looking forward to going on the road again next year. Another visitor to the Alamo show was Max Friedman, concessionaire, who stopped over en route to San Antonio, where he and his partner, Ben (Lefty) Block will operate this winter.

Charles Kyle stopped at Rich mond, Va., and caught the grey of the State fair there Thursday (19) . . . Dick Shadel, concession op on the Merriam's Midway show, celebrated his 60th birthday at Cottenburg, Neb. Shadel's been with it since he was eight, having been associated with Alamo Exposition, United Exposition, Byer Bros. Dixieland, Home State, Rocco and others.

PENN PREMIER SHOWS
worlds • clearest • midway
SURRY COUNTY FAIR, MT. AIRY, N. C., OCT. 7-12; SCOTLAND COUNTY FAIR, LAURINBURG, N. C., OCT. 14-19; FOLLOWED BY THE NORTH CAROLINA COLORED FAIR, WINSTON-SALEM, N. C., OCT. 21-26.

CONCESSIONS — Can place all types of legitimate Concessions, especially Monogram Hats, Short Range Gallery, Fish Pond.
SHOWS — CAN PLACE AT ONCE MANAGER FOR MOTORDROME, MUST BE SOBER AND RELIABLE. WE HAVE EVERYTHING READY TO GO INCLUDING TICKET SELLER AND GENERAL DROME HELP. Can also place any good Shows not conflicting with what we have for these big Fairs.
RIDES — Sorry, none needed—we have our own.
HELP — Can place good Jam Auction Man who knows how to make a pitch. Also place General Help who drive semis. Our season ends the middle of November. Space limited for Winston-Salem.

Address all mail and wires to Lloyd D. Serfass, Owner, Penn Premier Shows, or Harry "Buster" Westbrook, Sus. Mgr., Durham, N. C., this week, followed by Mt. Airy, N. C., next week.

Cleanest Finest Most Dependable
James H. DREW SHOWS

Emanuel County Fair, Swainsboro, Ga., Oct. 7 to 12.
With long circuit of Southern Fairs to follow.

WILL PLACE—Honky Ponks, Merchandise and Outright Sale Concessions of all kinds.
WILL PLACE—Experienced Ride Men and Truck Drivers. Also useful Show People in all departments.
Note: Scenic Artist, Mr. Fritz, if at liberty, please come over; would also like to hear from Irwin Heller.
WANTED—For the Rock 'n' Roll Colored Revue featuring (Momo Sato) Jones and the Lorry Jones Band. Need Chorus Girls and Performers. Also Drummer.

NOTE: Sesame, answer. Can use first-class Talker, also Canvas Man and Ticket Seller. Will Moye, if at liberty come on. Have good opening for Candy Pitchman. Wonderful opportunity for legitimate and worth-while Attractions on long circuit of good mid-winter fairs. All address this week:

Wire c/o Western Union, JAMES H. DREW SHOWS, Covington, Ga., all this week

SHAN BROS. SHOWS
Want for Houston County Fair, Dothan, Ala., Oct. 7-12; Dallas County Lions' Club Fair, Selma, Ala., Oct. 14-19
followed by Marianna, Fla.; Ozark, Ala., and others

Want Operator for Grab Concession.
RIDE HELP: Foremen for Tilt & Wheel, Second Men on all Rides, first-class Mechanic with tools.

SHOWS: Talker, Chorus Girls, Sax for Colored Revue, Operator for Wildlife and Fun House, Riders for Drome, Grind Shows with own equipment.

Phone 3526, Sandersville, Georgia

HILL'S GREATER SHOWS
WANT FOR THE NEW MEXICO STATE FAIR, ROSWELL, N. M., OCT. 9 - 13

SHOWS — Side Show, Fun House, Illusion Show, Snake, Grind Shows of merit.
CONCESSIONS — Will place for $10.00 per foot Six Cats, Buckets, all Alibi Joints, also Pitches of all kinds. Will book Long Range and Grind Stores with Honky Ponks. Work for a book in Roswell. Short Range Gallery, Wurlitzer Cookhouse, Grab, Foot Large, Pronto Pup, Custard. Will sell "En" on Age and Scales. Have opening for Corn Game. Will place all Honky Ponks.
HELP — Want good Ride Foreman for Dodgem, Merry-Go-Round, Flying Scooter, Roll-o-Plane, Tilt and Wheel. Need Kiddie Ride Help for 10 Kid Rides.
RIDES — Want to book Twister. All wires or calls to

H. P. HILL, FAIRGROUNDS, ROSWELL, N. M. — or — MRS. H. P. HILL, REEVES COUNTY FAIR, PECOS, TEXAS
WILL BE IN ALBUQUERQUE, N. M., OCT. 2 & 3

PARAKEETS
Healthy—Colorful
All Kinds—50c up
Seconds to choose from. Immediate shipment. Live arrival guaranteed.
WAUGH FERGUSON AVIARIES
115 S. 6th, Joplin, Mo.
Phone: MAyfair 3-9218

PAGE BROS. NO. 2
FAIR IN BELMONT, MISSISSIPPI,
September 30-October 5
Will book Honky Ponks of all kinds—also Rides that do not conflict. For Sale: One Popcorn Trailer—Snow, Floss and Peanuts. Want Agents for Razzle. Eddie Connor, contact C. R. Leonard.
GIVE TO DAMON RUNYON

GEORGE CLYDE SMITH SHOWS
Wanted: Ball Games, Cork Gallery, Photos Fish and Duck Ponds, Pitch-Till-You-Win, Balloon Dart, Age and Scale, Penny Pitch, Grab, Stun Spindle, Six-Cat, Buckets, Swinger, Novalties, Penny Arcade, Side Show, Girl Show, Monkey Show, Snake Show. Merry-Go-Round Foreman, General Ride Help, Truck and Tractor Drivers. Agents for office Honky Ponks. All replies:
GEORGE CLYDE SMITH SHOWS
Enfield, N. C., Fair this week; Littleton, N. C., Fair next week.

WANT—CONCESSIONS—WANT

L A S T C A L L — F O R C O N C E S S I O N S

IRONTON, OHIO — FALL FESTIVAL
OCT. 9-10-11-12 — — MAIN STREETS

All confections sold except Waffles, French Fries, Custard, Ice Cream. Novelties open. Few locations left for legitimate Games, including Scales, Hi Striker.

BANDS—PARADES—FREE ACTS

Tremendous Children's Day—Friday, County and City Schools closed all day.

Contact: GOODING AMUSEMENT CO.
1300 Norton Ave., Columbus, Ohio
Telephone: AX 9-1193

ROSS MANNING SHOWS

CLINTON, N. C.	ATHENS, GA.	CARTHAGE, N. C.
Oct. 7-12	Oct. 14-19	Oct. 21-26

OCT. 30 TO NOV. 9

ATTENTION! WATCH FOR ANNOUNCEMENT OF THE BIGGEST CLOSING DATE IN CARNIVAL HISTORY
10—DAYS—10 2 SATURDAYS—1 SUNDAY 10—DAYS—10

CONCESSIONS. Glass Pitch, Bear Pitch, Pitch Till You Win, Age and Scale, Novelties, Short Range, Long Range, Dart Balloon, Photo, String Basketball, High Striker, Ball Games, Eats and Drinks.

WANT PENNY ARCADE FOR BALANCE OF SEASON

SHOWS Want Jig Show with own equipment Leola can place Working Acts for Side Show. Wildlife Show, Monkey, Mechanical City, any Grind Show

RIDES Rockoplane, Dark Ride, Scrambler, Roundup, Kid Rides Helicopter, Sky Fighter, Pony Cart, Spinoroo or any Rides not conflicting

Write, Wire or Call

ROSS MANNING

Bennett Motel or Fairgrounds, Phone 9210 Lumberton, N. C.

CARNIVAL WANTED—OCTOBER

For established Hahira Community Fair during month of October Should have Bingo, about six Rides, several Concessions and Free Act. Lions sponsorship. Contact

WALDO MARTIN
PHONE 11, HAHIRA, GA

MOTOR STATE EXPOSITION

Want for following Fairs and balance of season: Moulton, Ala., Oct 1-5, Lions Club Fair, Louisville, Miss., Fair, Oct. 7-12; Oxford, Miss. Oct 14-19

Want Honky Tonks only—no alibis or flats. Can place Merry-Go-Round Foreman Second Men on Rockoplane, Scrambler, must drive. No lushes or cheaters. Can place Minstrel for balance of season. Also Grind Shows. All replies

JOE FREDRICK AS PER ROUTE

RIDES, ETC., FOR SALE

Mangels Auto Whip $ ... Parker ... Cage ... Ferris Wheel $ ... 2 ... Herschell Auto Ride $ 6 ... Kiddie ... high mode 3 ... steel ... $1,000 Kid Swan Swing ... 8 American Hot Rods ... each ... Train Engine 4 cars track ... $ 00 Super Rocloplane 3 phase $,000 Westinghouse 30 KVA Light Plant, A C ...

FRED ALLEN

1400 Brewerton Rd., Syracuse 11, N. Y. Phone GL 4-3000

GIRLS—FOR GIRL SHOW—GIRLS

Dancers and Bally Girls. Wardrobe furnished. Top salary.

Dallas, Texas, Fair, Oct. 4 to Oct 20. Wire

F. W. MILLER

FAIR GROUNDS, DALLAS, TEXAS, NOW

Southland Amusements

Want for De Funiak Springs, Fla., Fair; Donalsonville, Colquitt, Ga.; Headland, Ala., and other spots.

Cookhouse, Bingo, must work clean. Can use few more Honky Tonks. Help on all Rides, also Agents for Honky Tonks. All replies in

R. J. (BO) GORDON, Gen. Mgr., Crestview, Fla.; De Funiak Springs, Fla., week Oct. 7.

SMILEY'S AMUSEMENTS

WANT FOR THE FOLLOWING MONCKS CORNER N. C., COLORED FAIR SEPT 30-OCT. 5. HAMPTON, S. C., COMMUNITY FAIR, OCT 7-12, NEW ELLENTON S. C. COMMUNITY FAIR, OCT. 14-21; OTHERS TO FOLLOW.

Can use Eat and Drink Stands of all kinds. Concessions of all kinds. Can use Colored ... Show and Minstrel Show. Can use Animal Show or any other ... type Show

All contact GLASS PITCH BLACKIE this week

F A I R S

WANT FOR BURGAW, N. C., FAIR, OCT. 7-12, AND ALSO
MANNING, S. C., COLORED FAIR, OCT. 14-19

Want Girl Show, Minstrel Show (Fat Head answer), Snake Show. Kiddie Rides Tilt-a-Whirl, Octopus, Rolloplane. Concessions open. Drinks, Bingo. Place Novelties for both dates. All winter in Florida

Answer: DAVID B. ENDY SHOWS, Kingstree, S. C., this week.

MARTINSVILLE, VA., COLORED FAIR, Oct. 7-12; NOTTAWAY CO. FAIR, Blackstone, Va., Oct. 14-19

Can book all types of Concessions including Food Stands for these outstanding Fairs SHOWS with own outfits booked at reasonable P.C. ALL COMMUNICATIONS TO

FUN-BEAM SHOWS

FAIRGROUNDS, ZEBULON, N. C.

Elmer Everts Gets Okay $$ On First Tour

WEBBERVILLE, Mich.—Crystal Amusements, a new carnival organization, closed its first season here Saturday (21) at the two-day annual Firemen's Ox Roast and Field Day.

Owner of the new show is Elmer Everts, for 20 years master of ceremonies in vaudeville and a clown and performer in aerial acts with indoor circuses.

Headquarters of the new organization are at Crystal, Mich., where Everts established a kiddieland two years ago. He found that the location did not work out profitably for a kiddieland, and decided to go on the road this year. Dates were played in Southern and Central Michigan, mostly under auspices, and Everts reports total business was fair, considering the weather conditions encountered.

Carrying four rides and six concessions this year, he plans to enlarge to six rides next year, including the addition of a large Merry-Go-Round. Everts is planning some unusual free attractions to travel with the show for 1958, including a dog and pony show and a clown to work the midway.

An unusual feature this season was a battery of three dime-operated pony rides, placed side by side, which proved popular with the youngsters.

Key personnel on the Crystal Amusements this season included Everts, owner-manager; Dorothy Everts, secretary; Sam Wright, popcorn concessions; Eddie Darling, Ferris Wheel manager, and Delbert Darling, kid rides manager.

NSA Prepares

• *Continued from page 72*

of the late Sydney Levine who had handled much of the negotiating for the building at 12 West 58th Street.

Attending for the Friars Club, sellers of the structure were secretary Carl Tinin and attorney Harold Goldblatt.

The Friars were to move over the weekend. Batalsky's plan was to move the NSA into its new quarters early in the week, possibly on Tuesday (1), and then see about repainting and any other fixing up.

First meeting of the fall season is set for October 9 in the new building. The card-key lock is being taken from the old clubrooms at 17 West 56th Street and will be installed at the new address, so that members receiving keys for payment of the coming season's dues will be able to use their keys at the new building.

The building, representing the culmination of a long search by the club, offers permanent quarters in a club-owned structure. There are two stories, built by the Friars six years ago for club use. First jamboree announced for the NSA was the one held on the Cetlin & Wilson Shows in Reading, Pa. Held in the rain on a Friday, it turned $900.

FOR SALE

No. 5 Eli Ferris Wheel, 2 Baby Rides, one new. 3 Trailers, one K7 ... ... new rubber all around, all in good condition, no junk. All for $6,000.00 cash. Can be seen in operation.

Wire or call me WA 1-5304

PHIL SERRANO
9661 New Hammond Hwy.
Baton Rouge, La.

LOU PEASE WANTS

Man and Wife or Family for Illusion Show. Talkers and Grinders for three Shows, good Geek, very good deal. One more attractive Dancing Girl. All Fairs from here out.
LOU PEASE, Schafer's Just for Fun Shows, Longview, Texas, this week; Nacogdoches, Texas, next week.

Club Activities

Caravans, Inc.

CHICAGO — President Agnes Barnes was in the chair at the Tuesday (24) meeting, the first of the fall season. Also present were Isabel Brantman and Mae Taylor first and third vice-presidents respectively; Wanda Derpa, secretary, and Lillian Lawrence, treasurer. Irene Coffee delivered the invocation.

Correspondence was read from Minnie Simmons, Emily Bailey, Myrtle Hutt Morris, Ann Roth, Edith Streibich and Jeanette Wall. Martha Marts and Ann Sleyster recently moved from the city to a house trailer. Ernie and Lillian Lawrence visited Babe and Del Rohr at the Irwin, Ill., fair.

Helen Wettour and Mae Sopenar were given a rising vote of thanks for the success of the party they recently sponsored for the forget-me-not fund.

A donation was sent St Colletta School in Jefferson, Wis., in memory of Dorothy McLaughlin. The members all sang "Happy Birthday to Nora Heglund. The evening award, donated by President Barnes, went to Lillian Lawrence.

Hostesses for the October 15 social in the Hotel Sherman will be Mae Sopenar, Claire Cherniak, Rose Jarboe, Isabel Brantman and Joan Sullivan.

Reithoffer South

• *Continued from page 72*

Joe Casper fronted the Bagdad Unit.

Hauling a Problem

The Reithoffers have been using two Pennsylvania trucking organizations which provide 20 tractors and 40 drivers to make the big moves. The same system was planned for the trek to Union, but Pat Reithoffer reported it would have to be changed for the six Southern dates. One possibility was the operation followed by the John Marks Shows, whereby Marks would hire drivers at Teamsters' union halls for week-end hauling as spare time income. A couple of cars would follow the truck caravan, men would be paid off at the destination and drive home in time for their customary work week.

The Southern dates are being approached with a better financial cushion than had been expected, thanks mainly to the big closing weeks. Great Barrington (Mass. turned out okay, it was reported, but not as well as had been hoped. Southern dates beside Union are Orangeburg, Newberry, Manning, and Walterboro, S. C., and Warsaw, N. C.

Severin Hilo Gets in Week's Work at WQ

DETROIT—The Down River Shows took advantage of an unexpected open week to pull into winter quarters in suburban River Rouge for repair work on equipment. The show was scheduled to play nearby Ecorse under auspices but thru confusion in arrangements, the show lot was not available.

Down River pulled out again for a three-day stand ending Sunday (22) on the playgrounds at St. Scholastica's Catholic School in Northwest Detroit last engagement of the season. An ... preview the day before ... opening was given children from the parish school, who were given 2,475 free rides in the afternoon. Business for this closing date was good, despite rain and cold weather.

The season as a whole has added up to about 25 per cent better than last year according to Owner-Manager Severin Hilo.

Hilo is starting ... work on general refurbishing of equipment, including a continuing policy of sending one of the two ... power plants back to ... for overhaul.

Victor Ferguson ... manager, left early for his home in Poplarville, Miss., while his concessions remained with the show. He plans to spend a few weeks there then go to Washington State to join his wife.

OIL CAPITAL OF THE WORLD SHOWS

Want for Altus-Frederick Cotton Festival, Tipton and M... m, all Oklahoma. Concessions that work for ... W... Bingo, ... Darts, L... R... er and Short Range ... F... Big Snake or any Show of ... Rides W... not conflicting Help Want Wh... Men in all depar... C... tsman Center

MANAGER

Altus, Okla. this week then per route

MO-ARK SHOWS

Want Honky Tonks ... now and rest of season. Especially want Popcorn ... and Floss. Neelyville Mo uptown Sept 30-Oct 5; Bisco, Mo. on the street, Oct. 7-12 Contact

LEWIS GARNER

HUTCHENS MODERN MUSEUM

Wants to join at once ... Attraction No drunks. Want one other Attraction for Illusion. Man and Wife preferred. (Ted Garrison wire.) All address

JOHN T. HUTCHENS

Tivoli Exposition Shows, Leesville La., this week; Eunice, La., next week

MIGHTY INTERSTATE SHOWS

WANT FOR APPLING COUNTY FAIR, BAXLEY, GA., OCT. 7-12; PIKE COUNTY FAIR, TROY, ALA., OCT. 14-19; COFFEE COUNTY FAIR, ELBA, ALA., OCT. 21-26, AND FAIRS THROUGH NOV. 16TH. THEN ALL WINTER'S WORK IN FLORIDA.

SHOWS. Side Show, Penny Arcade, Fun House, Monkey or any Grind Show not conflicting

RIDES Any Flat Rides or Kiddie Rides not conflicting

RIDE HELP Foreman and Second Men on all Rides—must drive.

CONCESSIONS. Especially want Bingo for balance of season, Honky Tonks of all kinds, Short and Long Range Galleries, Novelties, Age and Weight, Photo, Pitches of all kinds, Gadgets, Auction, etc.

HELP Mechanic, Diesel Electrician, Griddle Man and Waiter for Cookhouse Replies

H. B. ROSEN, Laurens County Fair, Dublin, Ga.

FLOYD O. KILE SHOWS

WANT FOR

Yazoo County Colored Fair Yazoo City, Miss., Oct 7-12 followed by East Feliciana Parish Fair, Oct. 15-19, Clinton, La. Both are big, don't miss these. Can place Cook House, Ex at Clinton. Foot Longs, Pronto, Honky Tonks ... Pitches, Ball Games, Water Games, Coke ... Age and Weight ... of all kinds ... come out. Cole and ... open. Long Range ... you for both spots. Space is limited ... All replies to FLOYD O. KILE, Mgr., Union Parish Fair this week, Farmerville, La.

Greater JACKSONVILLE FAIR

AGRICULTURAL and INDUSTRIAL

GATOR BOWL

NOV. 14 TO NOV. 23

ON THE MIDWAY

CETLIN & WILSON SHOWS

DUVAL COUNTY'S ONLY ANNUAL AGRICULTURAL FAIR AND LIVESTOCK EXPOSITION

For Eating and Drinking Stands contact Cetlin & Wilson Shows

For Kitchen Gadgets and Direct Sales write or wire:

GREATER JACKSONVILLE FAIR ASSOCIATION

24 Buckman Bldg. Jacksonville, Fla.

Elgin 3-0535

GOLD MEDAL shows

WANT FOR WEEK OF OCT. 7-12, YORK COUNTY FAIR

ROCK HILL, SOUTH CAROLINA

CONCESSIONS Want all kinds of games, Punk Racks, Milk Bottles, Baskets, Long and Short Ranges, Photos, Ice Cream, Grabs, etc. No flats, no gypsies.

SHOWS Want to buy or book nice framed Glass House. Will book Drome, Snake, Monkey, Wild Life, Freak Animal or any well framed Grind Show. Book Minstrel Show complete with own front. Good proposition.

RIDES Can use Scooter only.

HELP Can use Foremen on Wheels and Tilt-a-Whirl. Can use 2d men for 15 rides. No drunks, must drive. Answer

JOHNNY J. DENTON, Owner; DAVID E. FINEMAN, Mgr.

Jacksonville, N. C., this week; Care of Fairgrounds

The Aristocrat of Show Business

REITHOFFER

In Business Over 50 Years

WANTS

SHOWS, RIDES, CONCESSIONS FOR UNION, S. C.; ORANGEBURG, S. C.; NEWBERRY, S. C., and for balance of route

Wire or Phone

ED ADRIAN, Care Fairgrounds, Union, S. C., Week Sept. 30

---

30 CAR FAIR-ROAD SHOW ON TRUCKS

20TH CENTURY SHOWS

FOR SALE—POSSESSION OCTOBER 5

1 1951 16-hub Octopus with Trailer	$7,000.00
1 1948 Tilt-a-Whirl with fluorescent lights, electric meter	7,000.00
Transportation if wanted	2,000.00
1 48x60 Skooter Building, 12 1950 Lumo Cars heads on two 32-ft. Nabors trailers, transportation if wanted	10,000.00
1 1950 Allan Herschell Water Boat Ride	4,000.00
1 Smith & Smith Riddle Airplane Ride	2,000.00
1 1956 Tubs-o-Fun Kid Ride with special Trailer	1,000.00
1 Searchlight mounted on 1952 Ford Truck	1,000.00
2 D13000 Caterpillar Light Plants, 300 kw. Generator, bought new in 1950, mounted in 24-ft. van	$14,000.00
1 D12000 Caterpillar Light Plant, 100 kw. Generator, mounted in 24-ft. van	7,000.00
5,000 ft. rubber-covered Ground Cable, 1-0, 1, 2 & 3 conductor	
1 Motordrome, new walls, floor and starting track with 10 Motorcycles	2,000.00
transportation if wanted	1,000.00
heads on 32-ft semi	
Several Trucks and Trailers, 30 Light Towers and other miscellaneous equipment. Terms if I know you. Contact	

E. D. McCRARY

Fairgrounds, Waco, Texas will have a telephone in the office!

ZEBULON, N. C., 5 CO. FAIR Next Week VANCE CO. COLORED FAIR, Henderson, N. C., Oct. 14-19 TIDE WATER FAIR, Suffolk, Va., Oct. 21-26

New booking Concessions for the above outstanding Fairs. Can use additional Rides for Henderson and Suffolk. HELP in all departments of the show can be placed. ALL COMMUNICATIONS TO

STEVE DECKER—BEAM'S ATTRACTIONS

FAIRGROUNDS, ZEBULON, N. C., THIS WEEK.

WANT

For Greenville, Mississippi, BIG ARMY PAY DAY

Bingo, Razzle and Clothes Pin Agents. Nick Vernon can use few more Hanky Park Agents. Can use Ride Help who drive. No cars. Want Ticket Seller for Sideshow. Want Operator for Funhouse (will tip trailer). Will book Custard, Snow Cones, Candy Floss and Hanky Panky or any Legitimate.

UNITED EXPOSITION SHOWS

Greenville, Miss., this week.

THOMAS Land Gov't

WANT FOR CHASE CITY, VA., FAIR, OCT. 7-12

CONCESSIONS OF ALL KINDS. Shows of merit. Also Grind Shows. Want Rotoplane and Helicopter Rides. Can place Ride Help on all Rides. Must drive. Also want Bingo Help. Heavy Caldwell wants Agents for Nail Concession. Willie Lewis wants P. C. Dealers and Court Store Agents. All wires to

T. L. THOMAS, Mgr.

Reidsville, N. C., this week; then per route.

RALEY BROS.' EXPOSITION

Cleanest show on earth—no grift at any time

Want for one of the best in the South, the Great Mexico County Fair, Mexico, S. C., Oct. 7-12, Tabor City, N. C., Yam Festival, Mencks Corner, S. C., and the Great Lynn Fair to follow.

Can use one or two more major Rides not conflicting. Pete Joseph, contact. Place any family-type Shows not conflicting with own outfits. (Sorry, our equipment is all being used. Can place Stock and Eating Concessions of all kinds. No exclusive. Can always use good Ride Help—we drive. Attention, Georgia and Florida fair committees: Have two open weeks in November and December. Contact

HAROLD RALEY or JUDD WILDE:

Pembroke, N. C., this week. Wire or phone.

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and particulars in first letter.

BOB HAMMOND SHOWS

WANT FOR NEW BRAUNFELS, TEX., OCT. 8-13; PORT LAVACA, TEX., OCT. 14-19; PASADENA, TEX., OCT. 21-26. ALL FAIRS UNTIL NOVEMBER 17.

SHOWS: Fun House (see Glover or any real Novelty Show not conflicting. What kind you ATTE? ITA. SHOWMEN PLAYING DALLAS FAIR—WE HAVE 6 BIG WEEKS OF FAIRS AFTER DALLAS. CONTACT NOW.

CONCESSIONS: "EX" on Clillard, Novelties and Cookhouse open. E. J. McGinnis needs Agents for all Slum Stores. Need Agents for Alabo Stores. Address:

BOB HAMMOND SHOWS, CENTER, TEXAS (FAIR). THIS WEEK

LAWRENCE GREATER SHOWS

WANT FOR ALABAMA AND GEORGIA FAIRS

Ride Helps and Bingo. Concessions of all kinds, at what have you? [illegible] reasonable privilege. RIDES: Anything not conflicting with what we have. Also [illegible] Especially want Octopus, Tilt-a-Whirl, Pony [illegible] SHOWS: Any Show with own outfit, Bertha Bell, [illegible] Carroll, and Ella Place Foreman or any major Ride [illegible] Also all winter's work. Mechanic with own tools, Carpenter [illegible]

SHORTY LEVY, Lawrence Greater Shows, Roanoke, Ala., all this week.

WANTED

Side Show Acts and Annex Attraction. No stock. Buddy Miller, contact. Close Nov. 11, Phoenix, Ariz.

HELEN BENNETT, SIEBRAND SHOWS

Albuquerque, N. M.

---

when answering ads . . .

Say You Saw It in The Billboard

CRAFTS 20 BIG SHOWS, INC.

Now Booking Concession Space for the following California Fairs

LODI FAIR ..... Sept. 12-15 | RIVERBANK Com. Fair, Sept. 18-22
HANFORD FAIR .... Sept. 12-15 | WATSONVILLE FAIR .. Sept. 26-29

THEN THE BIG ONE

Fresno Fair-Oct. 4-13

Last Major FAIR in California. Get your Winter Bank Roll here.

Wire—Write—or Phone

CRAFTS 20 BIG SHOWS, INC.

7283 Bellaire Avenue North Hollywood, Calif.
Phone: POplar 50909 or 50320

GREENWOOD FAIR

Oct. 7 thru 12 Greenwood, S. C.

PIEDMONT INTERSTATE FAIR

Oct. 14 thru 19 Spartanburg, S. C.

CAN PLACE: All legitimate merchandise Hanky Panks. Can locate all Eating and Drinking Stands.

CAN PLACE: Experienced Workingmen in all departments. We furnish Union Welfare for all employees.

All address:

CETLIN & WILSON SHOWS

This week, Fayetteville, N. C.

WANT

HANKY PANKS

for these Fairs . . .

SOUTH ALABAMA FAIR — Montgomery, Oct. 7-12
SOUTH TEXAS STATE FAIR — Beaumont, Oct. 17-26

All replies to PAUL OLSON, Owner

OLSON SHOWS

Alabama State Fair, Birmingham, Ala., this week

PEPPER'S ALL STATE SHOWS

WE CLOSE DECEMBER 1
WANT FOR MILTON, FLORIDA — BIG NAVY PAYDAY

RIDE HELP: All Wheel Man, Foreman for Kiddie Rides and Second Man for Octopus. Must drive and have driver's licenses.
SHOWS: Big Snake, Monkey Show, Fun House and Minstrel Show with own equipment. Will take Committee Money only.
CONCESSIONS: Neat Cookhouse or small Grab Outfit that caters to Showfolks. (Jack Kennedy, call me.) Want Photos, Short Range, Age and Scales, Bumper, Hum Blower, String Game, Balloon Darts and other Hanky Panks not conflicting. Want Agents for Pee Pool, Pen Game, Glass Pitch, Penny Pitch, Bear Pitch and Milk Cans. (Tourists and Fly By Nighters, stay away.) Join on wire or telephone Milton 9604 this week. (No collect calls.)

FRANK W. PEPPER, MGR.

WOLFE AMUSEMENTS

THE GREAT WILLIAMSBURG COUNTY FAIR
(FAIRGROUNDS IN DOWNTOWN HIGH SCHOOL STADIUM)
KINGSTREE, S. C., OCT. 7-12

TRI-COUNTY AGRICULTURAL FAIR
BENNETTSVILLE, S. C., OCT. 14-19

AND ALL FAIRS TO NOVEMBER 16

All Eat and Drink Stands open. Want Cookhouse for balance of season. Hanky Panks of all kinds, no Ex., Fun House or Beauty Shows.

WIRE: BEN WOLFE, PAGELAND, S. C., THIS WEEK

SOUTHERN STATES SHOWS

Want for balance of season which runs into November with bona fide Fairs and annual Celebrations. One more Show. Must cater to families. Also Ride Help, those who drive and have license given preference. Have opening for Photos, Age and Scales, Bumpers, Long and Short Range Lead Galleries, Glass Pitch, Hoopla. We carry a limited number of Concessions. No PC, Mitt Camps or Flats. Lake City, Fla., Fair this week, Arlington, Ga., next week annual doings; with the big Bee District Celebration at Cairo, Ga., to follow. All answers to

JOHN B. DAVIS
AS PER ROUTE

For Sale **FLY-O-PLANE** For Sale

This Ride like new and loaded on a new specially racked new 34' Trailer. PRICE $7,950 CASH complete. NO DEALS. Can be seen Alabama State Fair, Birmingham, now, Montgomery, Alabama, next week.

F. Hollingsworth at Fairgrounds or call Bradenton, Florida, 41-798.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Brumbelow, Marvin (License Plates), 10c

Adams, W. J. (Candy)
Akers, Donald
Alfred, Roy
Allen, E. B. & Mrs.
Allen, Sammy
Allen, Will
Anders, Marie
Anderson, John E.
Andrews, Peter
April, Arthur J
Arber, Belle
Arnett, Jack
Ashton, M. & Marie
Atkins, Tarzan E
Baker, Walter Elmer (Buddy)
Balsom, Col Cooper
Bainhill, Ena M
Barnes, Tommie C
Baron, Hank & Mrs.
Barth, Chas.
Bauman, Robt
Baye, Richard C.
Bell, Jimmie
Benadum, Henry
Bennett, Bryce Roe
Bennett, Frederick
Bennett, Mrs. Virginia (Boots)
Berks, Mrs. H
Bernard, Victor J & Mrs.
Black, Martin
Black, Peggy E.
Blackburn, Hodgie & Mrs.
Blackhall, Thos B
Blackmon, Elvis
Blumenthal, Al
Bogert, Jack
Bolenberker, Luke
Bordman, Ernest
B[illegible], John J
Bowman, Mrs. Winegene
Bowman, W. O.
Boyd, Frank
Bradley, Floyd
Brennan, Ed
Broderic, Dick
Brodman, Ruth
Br[illegible]w, W
Brou[illegible]ette, Albert V
Brown, Arthur
B[illegible], Mrs. Thos. K (Pat)
B[illegible], R. T.
B[illegible], Bob
Burdick, Edmund B
Burk, Ben
Burns, G. N.
Burns, Mildred B.
Burns, Wm. B
Burridge, Frank
[illegible], Johnnie & Mrs.
Burton, Howard
Bush, Donald
Butt, Mrs. Diane
Caldwell, J. B. & Mrs.
Cole, Tommy
Campi, John & Mrs.
[illegible], Harry
Canter, Kenneth G
C[illegible], Earl P.
[illegible], Frank N
Cardon, Catherine L.
Carter, H. B
Carter, H. & Ethel
Carrell's Chimps
Cassidy, Mrs. Kay
Cassidy, James
Cela[illegible], Peter & August
Charlton, L. E.
Church, Chas. Clayton Jr
Clemas, Mac
Clark, Alphonse
Clark, Presley
Clark, Jimmy & Randy
Clarke, Loudon
C[illegible], Vaughn R.
Clarkson, Bob
[illegible], Ronald
Cooper, Bobby
Cormier, Richard Raymond
Coulter, Virginia
Counter, Wm
Cramen, Mac
Crawford, R. P. & Mrs.
Crown, Donald
[illegible], O.
[illegible], Chas.
C[illegible]man, Phylis
C[illegible]rry, Frank
D[illegible]ly, Lawrence
DeRiskie, Frank & Mrs.
DeRiskie, Gayle
Dalrymple, Marcelyn
De[illegible], Eve
Da[illegible], Geo. & Lois Brown
Davis, Earl C & Mrs.
Davis, Tommie B.
Day, Daniel W
Del Grosso, Daniel
Del Grosso, Louis
Dell, M. E.
DeLong, Mrs. Jewell
Denike, Harold & Mrs.
Do[illegible], Mary E.
[illegible], Mr. Jackie
[illegible], John
[illegible], Don
[illegible], Oub
Duke, Raymond
Duncan, Dallas (D. E.)
Dulhaine, Louis
E[illegible], Ray
Ellis, Wm.
E[illegible], Steve
Engelking, Herbert P
Fagee, Earl W
Fe[illegible], Andrew Lewis
Flannigan, Wally
Fl[illegible], Blaine
F[illegible], John J.
Fra[illegible], Jack
Frank, Tonnie & Helen
Fraser, Raymond (Bugs)
Friedman, Maele
Freikenhaus, Carolyn
Gallagher, F.
Gallagher, John J.
Gallagher, Joyce
Galpin, Mary L.
Gastman, Phil
Gelineau, G. & W
Gonnam, B.
Gerber, Joe (Red)
[illegible], Homer
[illegible], Mrs. Louis
G[illegible], Peter E.
Goodman, Wm. J.
Gordon, Geo M
Gould, Joe
Gray, Clifford E.
Griffin, Robt.
[illegible], Connie
[illegible], Walter B
[illegible], Cathy
[illegible], Joe
Gutnick, Mrs. B. M
Hackett, Edw. J.
Hall, Darell D
Halstead, Arthur R
Hanesterfer, Allen
Hannah, C. A.
Harrelson, D
Harris, Sunny
Hayes, C. W
Hazelwood, Beryl
Hazelwood, Mrs. R.
H[illegible]ler, Henry O
H[illegible], Jack
[illegible], Grabbo
[illegible], Mr. (c/o Jim Ronson's Show)
Heelan, Chas.
Hileman, Alfred
H[illegible], Floyd R
H[illegible], Justin K
Hoffman, J. G.
Hornf[illegible]d, Jack J
Hosford, Richard
H[illegible], Dan Emery
H[illegible], Frank
Inman, M. B (Smitty)
Imbriani, Peter J.
Irollt, Vincent
Jackson, Ray
Jenkins, Joe
Johns, Annie M.
Johns, Pete
Johnson, Harry Lee & Mrs.
Johnson, Russell E.
J[illegible], Walter
J[illegible], Harry
J[illegible], Leland T
Joplin, Paul Glen
Kane, Mrs. Irma
Kane, Maxwell
Kaye Enterprises
Keenan, Jimmie
Kelfer, Carl F
K[illegible], John B
K[illegible], A.
La Morris, W. P (Bob—Mr. Ann)
La Rocca, Mrs. Mary
Lall, Ben
Lamberdi, Robert
Lance, Mrs. Gladys
Lane, Betty (Wino)
Lane, H. J
L[illegible]ford, Ellen A.
Lanko, Speedy Wilson
Lasley, Jesse James
Lawson, Ernest A.
LeMay, Barbara
Leeture, C. C
Lee, T. Tom
Levy, Max
L[illegible], Happy
L[illegible], William
Lombardo, Frank (Tony)
Long, Nelson
L[illegible], William H
McCormack, D
Murray Jr., David
McHugh, Jerrold & Mrs.
McLane, P. J
McLaughlin, Alice
McVeer, Mrs. Marrietta
Maack, William
M[illegible]ley, Paul
Mack, Robert L.
Marconcin, Alice
Madid, Paul
Magid, Chuck
Malenge, Mrs. Lucille
Manrum, Sam
Manning, Ennis
Manuma, Tommy (Dago Tommy)
Marquez, Rafael
Marion, Betty
Maross, Frank
Marteney, Mrs. Alma
Martin, Mrs. Francis W
Martin, Mickey & Geraldine
Martin, Robert
M[illegible], A.
May, Thomas
M[illegible], Cornelia
M[illegible]er, Pedie
M[illegible]er, [illegible]
M[illegible]er, Ephrim
M[illegible]er, Mr. L. A
M[illegible]er, Mike & Mrs.
Miller, Paul H
M[illegible]r, Wm. (Buddy)
M[illegible], George V.
M[illegible], M[illegible]l
M[illegible], Mrs. Ala
Mitchell, Frank & Mrs.
Mitchell, Louis
Mitchell, Shirley
Moore, Bill
Morgan, Margaret (Peggy)
Morris, B. C. & B.
M[illegible], Clarence O
M[illegible], Frank
Murphy, Mr. ([illegible]khouse)
Nathan, M[illegible]len
Nazarechuk, Nicholas & Helen
Neagle, Robert
Nelson, Rev. & Mrs.
Nidas, R. B. & Mrs.
Nippo, William
N[illegible], Mrs. E
O'Connor, Daniel William
O'Connor, J[illegible] J.
O'H[illegible], Do[illegible]
O'Hare, [illegible]
O[illegible], Be[illegible] O.
[illegible], Jack L
[illegible], P
[illegible], Charles
[illegible]den, Irene
Osinski, Anthony
[illegible]th, Ralph
[illegible]frey, Stanley
[illegible], Joseph F
[illegible]meier, Richard O
Parker, Robert K
Patton, Arnold & Mrs.
Pearl, Mrs. F. W
Pe[illegible], James
P[illegible], Mike
P[illegible], Earl E.
P[illegible], J[illegible] J.
Perki[illegible], A[illegible] H
Perk[illegible], John E
Pe[illegible], Al & Mrs.
Phillips, Goody
Phillipson, G
Philling, Margaret
Pl[illegible], Mrs. Louise
P[illegible], Rob &
Posey, B. D. Rachael (Roxy)
Prestler, F. J
Powell, William C
Pruitt, Evans Lee
Prusick, Chester
Rambo, Malcolm S
Rapple, James A
Rawls, Gabe & Mary (Fraser)
Ray, James R (Jimmie)
Raybuck, A[illegible]
Reed, Miss Billie
R[illegible], James R
Reede, Dave
Reid, Robert B
Re[illegible], R. S
Rencalli, Father
Reynolds, Bob
Reynolds, Joe E
Richardson, John
Rickard, Glenn
R[illegible]h, John S
R[illegible]h, John Wm.
R[illegible], D[illegible]
R[illegible], Telford
R[illegible]son, Tesie
R[illegible], Bernie
Ro[illegible], Pearl E. & Mrs.
Ross, C. H
Ross, Ducky
Salytine, John Andrew
Saunders, Larry
Schaffer, Chas. (Blackie)
Schuch, Clarence
Sch[illegible], Eugene
[illegible]er, Dean
Schoeppe, [illegible]
Scott, Mrs. Lillian
Scott, Orville C
Selby, Wm. P
Serfass, Mrs. Maude
Shaw, Bill
Sheets, Bill
Sheldon, H. B
Showalter, Harold M
Shoemaker, Hoyt & Mrs.
S[illegible], J. B
S[illegible], Mr. J. C
Short, Mrs. Edna
Smith, Mrs. Dorothy (Eddie)
Smith, Edward W. & Mrs.
Spancake, C. A.
S[illegible], Norris
S[illegible]nburg, Jo
S[illegible], Ke[illegible]
Stevenson, Mister
Stewart, Eddie (Tex) & Mrs.
Stewart, Mike
Straus, Joseph
Sullivan, Mrs. Edith
Summers, Kenneth
Summers, James B
S[illegible]ton, Elmer
Swale, Marie E.
Swain, Sam L
Sweeney, George
S[illegible], J[illegible] & Toni
T[illegible], Dave
T[illegible], John
T[illegible], James A.
Trahan, John
Terrell, Jack
Theador, Raymond
Thornton, Goffry
T[illegible], Virgil & Mrs.
Tousey, Gayle
Townson, Winister
Timberlake, Billie
V[illegible], Ray E.
V[illegible], Percy E.
Ve[illegible], Michael L.
V[illegible], Paul
V[illegible]nicks, Antonio & Ingeborg (Tom Snake)
Wentz, Gerald E.
Warden, Harold Charles
Watermee, Nathan
Watson, Edward
Wrepirt, Richard
W[illegible], Kenneth
Wh[illegible], John J.
Wh[illegible], Harold
W[illegible], Jerome
W[illegible]son, Mildred
Williams, Joe & Jim Humphreys
Wilson, Millie A (Dutch)
Wilson, Patricia Ann (Babe)
Wilson, R. O
W[illegible], Carleton K
W[illegible], Cash
W[illegible], Ray
W[illegible]ck, Bronislaw
Yancey, George
Yoder, Floyd
Zimmerman, Abe

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

Braun, Henry
Con[illegible], Thos Emery
C[illegible], Ro[illegible]
C[illegible], H[illegible] B
C[illegible], Donald J
Cosgrove, Robert
Da[illegible], Jerry
D[illegible], Harry
Die, Joe
Dixon, John
Dower, R[illegible]
Dutton, C. Van Raleigh
E[illegible], Lee Ba[illegible]
F[illegible], Prunance
K[illegible], William P
M[illegible], M
Mark, Mr.
Marks, Sarah
M[illegible], Michael
Muer, Charles B
Nortle, Meyer B.
O'Dea, Shannon
[illegible]
[illegible], Mrs. Marion
P[illegible], Mrs. Sam
Parsons, Chuck
Preston, Mrs. Ruth Hayward
Radcliff, Marion
Raab, Hermeon
[illegible], William J.
[illegible]ridan, J. B
Stoff, Mrs. Roberta D.
Smith, Rev. Russell E.
Viado, Robert
W[illegible], Karle H
Yates, Robert Ross
Zoro, Frank

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Ard, Robert & Clyde
American Amusements, Inc.
Atkinson, Mr. Glen
Rutler, Mr. Robert W
Barlow, Mr. William James
Brown, Mr. Charles Wesley
Ra[illegible], Oscar
C[illegible], Mr. Eddie
[illegible], Mer
Darrow, Mr. Lowell Clifford
Eberle, Mr. E. W.
Kmahlser, Mr. Arthur
Fox, Mr. Richard Calvin
Flood, Mr. Don
G[illegible], Thos. T
H[illegible], Mr. E.
N[illegible], Ro[illegible]rt
Jaman, Joy
Kortes, Peter
Leonard, Margie
L[illegible]er, John W.
Morris, J
O'Dea, Miss Shannon
Pearl, Mr. Jim Anthony
Pence, Mr. Martin Floyd
Rice, Ruth
S[illegible], Mr. J[illegible] Nicholas
Rae, Arnold
[illegible]ley, George
Ma[illegible], Mr. Harry
Sullivan, Mr. Daniel David
Taylor, Mr. Thomas John
Walden, Mr. James Owen
Yeager, Mr. Jack Elliot
Zimmer, H. E.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Arkley, J. W
Allen, H. S
Allison, James B
Amos, Jack Sr
Anderson, Mr. & Mrs. Ray
Anderson, Mrs. Trenle
Reake, Fred E.
Rier, Dorel L.
H[illegible], R. H. (Whitey)
Black, Joe
Brannock, John (Starkey)
Briley, Sonny
B[illegible]reau, A. A
Bu[illegible], Mr. & Mrs. Sam
[illegible]lon, Carl
[illegible], Bob
[illegible]
Carpenter, Walter B
Castle, Howard James
Cavalerro, Anthony
Cova, Clarence
Chambers, Harvey L.
Chambers, Mrs. B. F Sr.
Chapman, Barbara Ann
[illegible]dester, William J
[illegible]ark, Wm K.
[illegible], C
[illegible], Mr. & Mrs. Frank
[illegible], J. M
Conlan, Edward Thomas
Cooper, Floyd B.
[illegible]bay, Mac
C[illegible], Roddy
[illegible], Walter B.
[illegible], [illegible]rd
[illegible], R
[illegible], J[illegible] E.
[illegible], Mrs. Thelma
[illegible]eire, Steve
DeW[illegible], Mrs. Ted
[illegible]dley, James B
Earl[illegible], Wickham
[illegible], Mr. & Mrs. Norman R.
Ely, James
[illegible], John
P[illegible], Pete
F[illegible], Ray
F[illegible], C[illegible]
[illegible]
[illegible], Earl (Slim)
[illegible], Frank
Gowle, Mr. & Mrs. Walter P
[illegible]son, Raymond E
[illegible]nes, Morris
[illegible]den, George A.
[illegible]ose, Charles T
Gray, Mr. & Mrs. W
Great Lion Shows, Inc., The
Grutel, James
Hamid, Albert Joseph
Hammond, Dallas Ray
H[illegible]hill, Robert E.
[illegible], William
[illegible]th, Bob

Hollingsworth, Harold
[illegible]
[illegible]
Kibbey, Mr. & Mrs. [illegible]
Kingsley, Mr. & Mrs. Ralph
Kortman, Carroll
Korlen, Peter
Lauther, William
Layfield, A[illegible]
Le[illegible], Lou[illegible]
Lewis, Frank H
Littlefield, Jack
Lee, James
Long, William T.
Lucas, John D
McAuley, Gail
McLendon, Leon
[illegible], R. J
[illegible], Edward
[illegible], Robert (Bob)
[illegible], Thomas C
M[illegible]ows, R
Meadows, Sport & Alice
Medlin, Mrs. James
Merchants Free Circus
Messina, Phillip
Metzger, Burton
[illegible], Jack T
Mitchell, Miss Sue
Noakes, Henry C
Ocamb, George
O'Shay, John
Owens, Fred W
Parsons, P
P[illegible], P. L.
Pat[illegible], Mrs. Rose
Payson, Walt
Phelps, [illegible]
[illegible]
Pierce, Mrs. [illegible]
Pilcer, Mr. & [illegible]
Poole, Mrs. [illegible]
[illegible]
W[illegible]
Wetherbee, [illegible]
Widemer, Mr. & [illegible]
Williams, W[illegible]
W[illegible], Mrs. [illegible]
Woodson, [illegible]
Wright, Hugo

THE STATE FAIR OF TEXAS

CAN LOCATE SEVERAL GRIND SHOWS
ALSO
BIG REVUE SHOW

OPENS THIS FRIDAY OCTOBER 4
PHONE HA 8-2634

CLIF WILSON
Dallas Fairgrounds

AT LIBERTY

Want to book on organized Carnival that wants to play lower and upper Michigan, Wisconsin and Minnesota. If you want bona fide Fairs and Celebrations and don't want to play still dates, second or third in, you've got no time to lose. I have many connections.

Address all communications to

ROSCOE T. WADE
2694 S. Main St. Adrian, Michigan
Phone Calfax 3-2524

RALPH R. MILLER

Wants Stock Concessions of all kinds for St. Mary Parish Fair, Franklin, La. Opening Wednesday, Oct. 2, [illegible] Sunday, Oct. 6. No money games. Jeanerette, La., Fair, Oct. 7 [illegible]. Need Concession Help. Will book Kiddie Rides or any major ride not conflicting. Contact

RALPH R. MILLER or JACK O'HEAVER
Franklin, La.

Thank You
TONY ANGELO
Concessionaire
Cetlin & Wilson Shows
for your SUPER BUICK RIVIERA purchase
"Save Money With Johnny"
JOHNNY CANOLE
Phones: WI 2-0093 or WI 4-9316
Altoona, Pa.

FOR SALE—FOR SALE

Replacing with new equipment

10 Sky Invader Guns on Trailer	$1,750.00
1 G-12 Train	1,000.00
1 Kiddie Auto Ride, 10 Car	300.00
1 Pony Cart Ride	1,000.00

MERRIAM'S MIDWAY SHOWS
Ogden, Iowa

$100.00 REWARD

For information on present location of

RAY ODELL FARMER
and
S. L. VIERS

Information confidential. Call collect.
BONNIE JAY or TOMMY ALFORD
Andrew 5-3616
Grand Prairie, Tex.

SAMMY SCATTON

Your father passed away. Please contact your family right away.

MERCHANDISE TOPICS

Harris Novelty Company, 1102 Arch Street, Philadelphia 7, has come up with 10 Harris Specials which it says the trade is orderiog like wild fire. The specials include a four-piece pearl set at $8 a dozen, four-piece cameo and brilliant jewelry set, $12 a dozen; six-pen pocket secretary set, $7 per dozen; rock and roll gabardine crew hat, $6 a dozen; the Lord Nelson or Mercury waterproof, shock-proof, anti-magnetic men's wrist watch, $6.50 each; miracle cross and chain, $5 a dnzen; fully automatic chrome pocket lighter, $4.50 per dozen and $45 per gross; seven-piece men's watch set, $5 per set and $57 per doz.; men's enamel pocket lighter, $5 per dozen; woman's petite enamel lighter, $6 per dozen, and novelty gun lighter, $6 per dozen. The firm claims that each of the items is a proven fast seller and repeat number. The firm's latest catalog will be forwarded free on request.

Cel-Max, Inc., 582 South Main Street, Memphis, reports acquisition of a factory close-out. The firm is offering three and four-piece boxed jewelry sets at $8.10 per dozen. It is the buy of the year and cannot be repeated after present stocks are sold, the firm claims. Included are glistening three and four-piece pearl sets, hand-set brilliant stones in necklaces, and earring sets in assorted styles and colors. Get these beautifully boxed items, Cel-Max urges.

Charles Machine Company, P.O. Box 63, Springfield, N. J. has introduced a new low-cost tool called Contour Scriber, which simplifies the fitting of material for do-it-yourselfers and mechanics. It is claimed that this tool helps the worker do a more professional job of fitting linoleum, tile, wood, plastics, sheet metal, etc. Cutling problems such as around pipes, cabinets, door sills, frames, etc., are simply and quickly overcome in a professional manner without removing molding. Contour Scriber is a sturdy metal tool adjustable to 12¾ inches and its parallel and irregular surfaces are perfectly matched. The item retails for 98 cents in stores. Write for qusntity prices.

An unusual item that can be used for gift giving is offered by North Wayne Tool Company, Oakland, Me. Designed for the man or woman who loves to putter in the garden, the Lawn Razor comes equipped with its own blade but also utilizes old razor blades. Fashioned like a giant old-style straight razor, the Lawn Razor is a sturdy product made of cast metal. It enables the gardner to get in close and to trim where ordinary tools do not reach. Lawn Razor is also a good pitch item, as it demnnstrates casily and uses little space. Prices allow a good markup. Write for complete informatinn to George L. Earle Jr., North Wayne Tool Company, Oakland, Me.

Moody Machine Products Company, Providence 5, R. I., has another new prnduct in its eveglass screw driver. This is specially designed for tightening of tiny screws in eyeglass frames, but is also perfect for tightening of all small screws quickly and easily. These screw drivers, precision machined and featuring a ring-topped safety cap, are mounted on an attractive haog-up display card, die cut to hold the pieces in place yet permit easy removal by the impulse buyer. Hung near a cash register, the cards invite customer response. The item is safe to carry in pocket, handbag or attached to a key chain.

PIPES FOR PITCHMEN

By BILL BAKER

BERNARD D. KANTOR . . who recently reported plans to fly to England to attend the World Science-Fiction convention, writes from Detroit that a complete account of his experiences abroad appeared in a recent issue of The London Daily Chronicle. "Englishmen," relates Kantor, "are impressed with the boundless temerity and indefatigable persistence of the average U. S. business plugger." In Detroit Kantor ran into Gladys Lindsey, night club singer, for whom he devised some publicity some time ago for her engagement in Cleveland's Roxy Musical Bar. He qnotes Miss Lindsey as saying, "Songs are like diamonds nowadays. You have to be a real pitchman to sell them to the public." Kantor said he hopes to persuade Miss Lindsey to sing his new theme song, "I Get Those Pitchmen's Blues (Every Winter)."

NEWS NOTES . . from Joe Joblots: Mike (I Got News for Yuu) Berman, king of Detroit's Skid Row, has joined the Salvation Army as a means of covering winter expenses. . . Willie Miller, of tho Ed March Company, has been advanced tn personnel manager. . . . Len (Ulcers) Lux had the ex on bagels and pretzels at Ohio State Fair, Columbus. . . Max (Madman) Shepsel did well with salami sandwiches at the recent Kalamazoo (Mich.) Fair. . . Joe Conway, back from South America, hooked Paul Delaney and his partner, Heidi, to put on a show in Saginaw Mich. . . . Pauly, of Shears Company, was in York, Pa., recently to enter some of his stock in a dog show. . . Aaron (Hardtack) Hymes was host to many of the boys in Allentown, Pa., treating them to steak dinners. . . Himmie Piccolo (the Dice King) won a bog calling contest in York. . . . Bill (Horsethief) Weiss is now treasurer of Paul Revere Enterprises, Cleveland.

A. L. CLARK . . . ace purveyor of socks, has announced the sale of his 24,000-acre ranch at Heber Springs, Ark., to the Long Bell division of International Paper Company for apprnximately $300,000. Clark is now laying plans for the opening of a wholesale merchandise firm at 122 East Markham Street, Little Rock, the same location he has used for years. Name of the firm will be National Trading Company It will cater to pitchmen, peddlers, auctioneers and users of carnival supplies, as well as to merchants and jobbers thru the South.

Five Years Ago In Pitchdom

Marge Munitz was working fiz caps to good returns. . . . Husk O'Hare, head of LaGren Products, Chicago manufacturer and distributor of hair preparations, reported completion of a bang-up season of fairs in Illinois, Wisconsin, Iowa, Indiana, Kansas and Oklahoma. . . . Sonny South had his musical foursome with the T. C. Jacobs med show in Tennessee. With him were Jo Jo Jackson, Don Underwood and Shorty Petty.

The Reynolds, Ken and Greta, gold-wire artists, worked the Georgetown (O) Fair and were making plans to store their equipment in Put-in-Bay, O., before heading for a Florida winter vacation.

TIGERS!

23" LONG TIGER of finest stencilled plush Cotton stuffed, realistically detailed . . . $24.00 dz.

24" TAFFETA CLOWN DOLL . . $6.50 dz.
LAZY BABY DOLL $5.00 dz.
PEASANT DOLL, colorful $6.00 dz.
3" Beagle Dogs, plastic strap $7.20 gr.
No Extra Charge for Samples
49 PCS. 1 doz each of 4 above items plus 1 tiger. $20.10

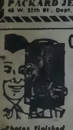
F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. FREE: NEW colorful brochures of 400 plush and corn. items

ACE TOY MFG. COMPANY, 836 Broadway, N. Y. C. WA 5-3234

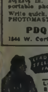
DIRECT FROM Costume Jewelry Manufacturer

	Per Doz.
Miracle Prayer Crosses, boxed	$4.25
Men's 3-Rhinestone Rings, boxed	2.75
Ladies' Rhinestone Adj. Rings, boxed	3.00
Ladies' Bridal Ring Set, individually boxed	3.00
Tailored & Rhinestone Earrings	1.50
DeLuxe Hollywood Styled Earrings	3.00
Scatter Pins, boxed	3.00
Bracelets, tailored	3.00
Necklace, Earring Sets, boxed	4.50
Pin Earring Sets, boxed	6.00
Necklace, Bracelet & Earring Sets, boxed	Each 1.00
3-Piece Sets—gold plated, beautifully boxed	Each 1.75

SEND FOR FREE CATALOG
48 Illustrated Pages.
25% Deposit on C.O.D.'s.
PACKARD JEWELRY CO.
48 W. 25th St., Dept. B, N. Y. 10, N. Y.



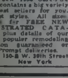
Quick Photo Invention!
PDQ CAMERA
Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2¼x3¼ in. Complete, easy to operate portable photo studio. 100% PROFIT.
Photos Finished in 2 Minutes
Write quick, get details about the great PHOTOMASTER Camera.
PDQ CAMERA CO.
1844 W. Cortez Chicago 22, Ill.



LEADING SELLERS IN FUR COATS
Low Priced! Big Profits!
JACKETS CAPES • SCARFS
ALL GENUINE FURS
Our new 1958 Sure-Fire Line contains a big variety of best sellers for you. Latest styles. All sizes. Write for FREE NEW ILLUSTRATED CATALOG plus details of our very popular remodeling ... satisfaction guaranteed or ... refunded. Prompt deliveries.
H. M. J. FUR CO. 150-B W. 30th Street New York

NEW! Remington ROLLECTRIC Shaver
Model #65T Current Model
LIST PRICE $31 50
$17.50 Ea. Wholesale
(In lots of 3)
Send 1/3 deposit, balance c.o.d.
Send for Wholesale Gift Catalog
LEHIGH SPECIALTY CO.
924 N Broad St Philadelphia, Pa.
POplar 5-3299

THE BEST SALES BOARDS and JAR GAMES
Write for information and prices
GALENTINE COMPANY
819 S. Jefferson Blvd
South Bend 17, Ind.



COIN-OPERATED SALESBOARDS
R. C. WALTERS
2532 Semple Ave., St. Louis 12, Mo.

JUST OUT - - -
The ZIP-SPREDER
SPREADER and CONTAINER
for
BUTTER
MARGARINE
PEANUT BUTTER
JELLIES
ICING
ETC.

One slp and it spreads a slice of bread.
Ideal for today's Kitchen—
Made of the most durable plastic-nylon stainless steel (plated)

$1.00 for Sample
$10.80 per Doz.
$9.60 per Doz. Gross Lots

ZIP-SPREDER
BOLA PRODUCTS
HATBORO, PENNSYLVANIA

Send Money Order or Certified Check

DEMONSTRATORS • PITCHMEN

We can now put you in business for yourself in the Five & Ten Cent Store of your choice, with anyone of our tested proven items.

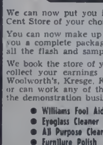
You can now make up to 45% profit. Why work for less? We ship you a complete package with the Williams name on it, including all the flash and samples.

We book the store of your choice at the right percentage. You can collect your earnings weekly from the store. You can work in Woolworth's, Kresge, Kress, Grant's, etc. If you hava ever worked or can work any of the following items, here is your best bet in the demonstration business today:

- Williams Fool Aides
- Eyeglass Cleaner
- All Purpose Cleaner
- Furniture Polish
- Eucalyptus Oil
- Patent Leather Cleaner
- Lipsticks
- Cosmetics, Fountain Pens, Etc.

If interested, contact Seymore Jacobs or Morris Gropper

c/o NEWMAN PROMOTIONS, INC., 797 E. 135th Street, Bronx 54, N. Y. Phone WYandotte 3-2414



SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG
IT IS NOW AVAILABLE
Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, Including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.
A GENUINE MONEY SAVING GUIDE FOR
Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.
Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.
GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS MINN.

BEST BUY OF THE WEEK
RECORDS—Package of 10 Recordings, 7 Inch, 45 RPM Speed. World's Greatest Singers and Orchestras on National Labels. Value $4.45.
$9.00 per doz. Individual Sample $1.00.
25% dep., bal. C.O.D., F.O.B. Chicago
When in Chicago Visit Our Modern Showrooms
DIVISION SALES 2241 W. Roosevelt Rd., Chicago 24, Illinois Phone: LAwndale 2-7277

Enamel Lighters FREE
One included with every Men's Watch Set. Minimum order 6. A Cel-Max Extra!

Spotlight Value!
Packed with "SELL" Priced for PROFIT!
CEL-MAX Ensemble

KEY CHAIN
EXPANSION BAND
JEWELED WATCH
CUFF LINKS
TIE BAR

$4.89 Sample $6.45
In lots of 12, $4.79 Ea.

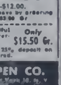
- Stunning Beauty in FIVE Smartly matching pieces
- Complete Jewel Wardrobe PLUS Handsome Jeweled Watch!
- Shipped in assorted sets. Beautifully boxed. Min. order 6.

NATIONALLY ADVERTISED
It's terrific! High styled Cuff Links . . . Full length Key Chain . . . Tie Bar . . . Fine Expansion Band and Handsome Jeweled Watch . . . All luxuriously packed . . . Sensationally priced! A sample will convince you! 25% with order, balance C.O.D. Write for new catalog

Cel-Max Extra!
Ladies' 6-Pc. Rhinestone Watch Set
Sparkling Jeweled Watch • Sleek Band • Smart Necklace • Matching Earrings and Stunning Bracelet. Beautifully Boxed.
$7.95 (12 or more sets, $7.75 ea.)

CEL-MAX, Inc.
582 SO. MAIN ST.
MEMPHIS, TENN.

IT'S A BEST SELLER!
Everybody Wants It . . . .
We Have It.
SECRETARY WALLET
with Writing Pad and
6 RETRACTABLE BALLPOINT PENS
in assorted colors, 10K gold-plated clip or with 6 two-toned pens.
Both sets write in red, green and blue ink.



COMPLETE SET 60c
Sample Dozen—$12.00.
Sold in 100 sets only or save by ordering in gross lots. $83.00 Gr.

Two-tone pens in beautiful color combinations. Silver-tip refill. Only $15.50 Gr.
Money order, check or 25% deposit on COD's required.

COASTLINE PEN CO.
Formerly Cosmo Pen Co.

JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr.	$18.00
E2—Stone Earrings, Asst. Gr.	21.00
E3—Pierced Hoop Earrings. Gr.	8.50
E5—Stone E Rings, Etc., Asst. Gr.	12.00
T1—Tailored Tie Sets, Bxd. Dz.	3.00
T2—Asst. Tie Sets, Bxd. Dz.	3.75
O1—Odd Lot Necks & Braces. Gr.	15.00
B1—Bracelets, Asst. Gr.	24.00
W1—Men's 6-Piece Watch Set	3.85
W2—Ladies' 5-Piece Watch Set	6.25
W8—Men's Stone Dial Watch	5.50
P13—Men's 10-Piece Watch Set	7.50
P15—Men's 10-Piece Watch Set	7.50
R3—Gents' Stone Rings, Asst. Dz.	2.75
R164—Religious Medallions, Bxd. Dz.	5.25
400—Stone Necks & Ears, Bxd. Dz.	7.50
470—Stone Necks & Ears, Bxd. Dz.	6.00
2256—3-Piece Pearl Set, Bxd. Dz.	6.50

Try samples of any items at reg. prices. 20% dep., bal. C.O.D. Free catalog.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8, Prov., R. I.

WE ARE TEMPORARILY LOCATED
At 1014 S. Halsted Street on the second floor.
Write for FREE 92-Page Catalog
M. K. BRODY
1014 S. Halsted St., 2nd floor
Chicago, Illinois
Phone: MOnroe 6-9520

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.
Also include 25c per insertion additional to cover cost of handling replies.

RATE: 20c a word—Minimum $4.
CASH WITH COPY

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.
Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.
1-point rule border permitted on ads of 2 inches or more.

RATE: $1 per agate line—$14 per inch. Minimum $10.
CASH WITH COPY
(unless credit has been established)

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES

A DOLLAR BRINGS "COMEDY GUIDE," the entertainer's handbook with an unlimited wealth of comedy material plus "jokes" file, the MC's best pal. Show Biz Comedy Service (Dept. BB-35), 1613 East 29th St., Brooklyn 29, N. Y.

FOR LEASE—THE MOST UNUSUAL TV act in the world. Write for details Edward Rohde, 2452 West Highland Ave., Milwaukee 3, Wis. oc7

35,000 PROFESSIONAL GAGS, ROUTINES, ad libs., double' 1,800 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. oc18

AGENTS & DISTRIBUTORS

AUTOMATIC LIGHTERS DOZEN $3.75. Dollar ballpens dozen $1.20. Reinholds gross $7.20. Samples, catalog 1,001 bargains $1.00. Millmion, 809 Broadway, New York c5-de9

BOY ON A BIKE WITH BELL, MECHANICally famous for balloons. Send for price list. Michigan Erbe, 2813 First St., Wyandotte, Mich

BUY DIAMONDS DIRECT FROM CUTTER in Belgium at 30% off and 20% off additional. We cheap that you can make good profits and help your friends as well. Be our agent. Write for our $3 free wholesale catalog or direct prices on diamonds. Perfect or imperfect. J. B. Robinson Co., 811 Schofield Bldg., 2613 E. 9th St., Cleveland 13, Ohio

COSTUME JEWELRY FOR SALESMEN, Agents, Distributors, etc. Direct from factory. Pickcraft, 66 Peck St., Attleboro, Massachusetts m30

OCCAL OMANIA TRANSFERS NOW OPened in small quantities quick delivery an attractive name plate on your product is the best advertisement. Side line salesman wanted, also make money with our line of ...able Initials and Sign Letters. Free samples. "Ralco," XL, Boston 16, Massachusetts

EARRINGS — ASSORTED STONED AND tailored, 35 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. oc14

EASIEST $65 YOU'LL EVER MAKE! SHOW amazing new "Magicolor" Christmas Cards. 65 boxes pay $65. Personalized Cards 40 for $1.50. Assortments on approval. Free Sample Album. Sensational $1.25 Gift free for promptness. Southern, 478 N Hollywood, Dept. 48-F, Memphis 12, Tenn. m30

ELECTRIC DART BOARDS THAT SPIN! Light up! Famous Travelette Range Blowers, $48.50. Free circular. Lipha Mfg. Co., 817 East 11th St., New York 9, N. Y. oc12

EXCITINGLY NEW, BEAUTIFUL RELIgious Necklaces, dozen different crosses, $7.20 dozen. Attractively gift boxed. Tom's Stamp Store, 42 East Concourse, Jersey City, N. J. oc18

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches	$1.75 dz.
Stoned & Tailored Earrings	1.70 dz.
Pierced Earrings on Display	1.25 dz.
Charm Bracelets, asst.	1.50 dz.
Eng. Lord's Prayer Neck, boxed	3.00 dz.
Children's Jewelry, boxed, asst.	2.95 dz.
Asst. Tie Slides, carded	1.00 dz.
3-Pc. Stoned Sets	7.20 dz.
Tie & Cufflink Set, asst.	2.50 dz.
Summer Earrings, asst.	18.00 gr.
Pearl Necklaces (domestics)	1.48 dz.
Neck & Earrings, asst., boxed	9.00 dz.
Cufflinks, carded, asst.	1.95 dz.
Necklace, asst.	1.50 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.
SAMUEL SILVERMAN & CO., INC.
1830 Westminster St. Providence, R. I.

JOBBERS—LADIES' FIRST QUALITY NYlon Hosiery, seamless, sandal heel, $4 reinforced heel and toe, $4.13; mesh, $4.50, full fashion $1.16, $6.25. All ...-bags, standard colors. Quantities 10 dozen up. Earle Hosiery, Box 943, Charlotte, N. C.

FAMOUS MFR. CLOSEOUTS
SPECIAL PURCHASE!

Earrings assorted	$4.50 gross
Tie Bars, carded	3.60 gross
Charm Bracelets, Asst.	7.20 gross
Stoned Pins	7.20 gross

20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.
1830 Westminster St. Providence, R. I.

JOKERS FUN SHOP—FULL CREDIT ALlowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio m30

MEN'S WALLETS—PLASTIC ALLIGATOR. Sensational price, $14.40 per gross plus postage C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island o14

MUSICAL CIGARETTE LIGHTERS WHOLEsale. Goldtone, large or medium size, $4.20 each; $40.50 dozen postpaid. None C.O.D. Contact Service, 780 Broad St., Newark 2, N. J.

PUZZLE BOOKMARK — FOR YOUNG AND old; years of pleasure. Price 35 cents. Arthur Quimby, Rt. 1, Box 300, Suncook, New Hampshire

REAL DIAMOND RINGS, NATIONALLY advertised. Sell direct. Make big middleman's profit. No investment, experience unnecessary. Free catalog, details. Gleamlight, 107P North Columbus, Mount Vernon, New York. oc30

ROYAL JELLY CAPSULES—CONTAIN THE fabulous nutritive jelly of the Queen Bee in hi-potency capsules. Retail from $8 to $18 vial. Costs you $6.40 vial. Volume cost for qualified distributors, $4.25 vial. 30-day supply. Scientific-technical reprints available. Airmail orders "Api-Vitaine," Dept. TBB, Box 6674, Medical Center Station, Dallas 19, Texas. oc7

SELL 11x14 OIL COLORED ENLARGEments only $2.95. $1 commission each sale, act quick. Arnoe Enlargers, Box 87 (Levy), North Little Rock, Ark. oc21

WANTED—INFORMATION, LITERATURE, brochures and price lists on all types of vending machines. We will direct in locations. Write R & M Sales Co., 4707 S Buckner Blvd., Dallas 17, Tex. m30

WHOLESALE COMEDY CARDS! NINETY ...able samples, $1 postpaid. Imprint Professional Deal! Other money makers. Sebastian Printing, 10934-B Mamlin, North Hollywood, Calif. no11

YOUR OWN BUSINESS — SUITS, $1.50, Overcoats, 60c, Mackinaws, 35c, Shoes, 12½c, Ladies' Coats, 30c, Dresses, 1c. Enormous profits; catalog free. Nathan Portnoy Associates, 605-AP West 13th Place, Chicago. ch-ap

ANIMALS, BIRDS, PETS

CHIMPANZEES, BREEDING PAIR IMpossible deliver until November. Baby not for sale. Irah Watkins, Route 3, Box 363, Tampa, Fla.

FOR SALE — HERMAPHRODITE HEIFER-Hog. Joel A Thorn, R. D. 2, Clyde, N. Y.

BUSINESS OPPORTUNITIES

BETTER COSTUME JEWELRY CLOSEOUTS @ 12½c each with order for 144 assorted Earrings, Bracelets, Pins and Necklaces. Gift boxes free. Deposit 25%, balance C.O.D. M. L. Ulrich & Co., 56 Hanover St., Boston 8, Mass.

CONCESSION SPACE NOW AVAILABLE by day, week or month in the fastest growing auction activity in Southern California. Write, phone or come in Auction Village, 4287 Auction Ave., Baldwin Park, California. m30

FOR SALE—AMUSEMENT PARK LOCATED in town of about 25,000, about 200 miles northwest of Chicago. Trading area of about 135,000 population. Rides consist of Merry-Go-Round, ..., Wet Boat, Automobile Ride, Wheel, Plane, Train, Hand Car, ... Chairplane and ... Space Ship; also O.K. Spot Light. Pieces of parking space. All Rides are in nice condition. Will be in operation until about October 15. Lease expires July 4, 1962. To be sold as a going business, no piecemeal, no deals. Has been showing a nice profit each year. Write Box C-234, c/o The Billboard, Cincinnati 22, Ohio

FOR SALE
PORTABLE ICE SKATING RINK

36 ft. x 34 ft. complete with wooden dance floor. Refrigeration equipment on ... Easy to assemble and take apart. Excellent condition, used only a short time. Bargain. Write for further details.

BOX C-236

The Billboard Cincinnati 22, Ohio

HOW TO MAKE MONEY WITH CARNIVAL Games. 164-page book, 35 illustrations, $2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. oc7

MUSIC STORE—JUKE BOX ROUTE—SO CIN BY. Estab. '46. 125 pieces of eqpt on loc. Ask $41,250. Route covered ... Eqpt est. at $...,000 & in gd con. (records & machines). Write. B-9436

NEON SIGN MANUFACTURING—E. CEN KY. Net $10,000. Estab. '50. A-1 eqpt. full stock. Beau. Prog. cty 105,000. Lo rent-hi net. Ask $39,000. Write 39814.

MUSIC STORE STUDIO, NW CALIF. Yal free, musical instr. ovrs county 65,000 pop. 6 contract studios. Net $9,217. Ask $37,300. Write for brochure. Ref. B34517.

ROLLER SKATING RINK, N.W. TEXAS. Price $100,000 incl. Vbl. R.E. eqpmt. & fixt. Estab. 9 yrs. Free & clear. Net profit yr $1...,000. Write! B-24556.

DECORATING PUBLICATION — N.E. ILL. Estab. '53. Owners want partner. Ask $10,000. Present distrib. 200,000. Pot. of 500,000 distrib. Trad. pop. nation wide. Want person with proper vision in this field. B-62383.

PHOTOGRAPHIC SUPPLY — Chicago, Ill. Price ...,000 incl. inv. accts. recble. fixt. & del. eqpt. Xlnt loc. val. franchise, estab. 10 yrs. Gross sales $1,007,... yr. free & clear. Broch. on req. Ref. B-62334.

BUSINESS MART OF AMERICA
8123 Melrose Ave. L. A. 36, Calif.

JAPAN DIRECTORY — 130 JAPANESE Manufacturers, Exporters, Importers, Trade Journal information and Japan opportunities. Just $1 today. Nippon Annual, Box 6346 B, Spokane 26, Wash. oc7

ROLLER RINK, FUENTA, CALIF., SALE. lease due to ill health. 100x232, going business and real money maker. Paved parking area. Contact B. M. C. Realty. At 71-13, Sy 56278, or Charles Plinet, 6626 N. Lotus, San Gabriel, Calif. m30

ROLLER SKATING RINK TENT, 40x100. Sectional maple floor. Tent and floor brand new. Skate counter. Priced for quick sale, $4,500. Bertram Orr, 321 Kings Hwy., Murfreesboro, Tenn.

60" SEARCHLIGHTS AND PARTS, UNused Sperry and G.E. Lights and Generators complete line of Parts Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif.

COSTUMES, UNIFORMS, WARDROBES

SEQUINED PANEL SETS, $7.36; FLASHY Clown Suits, Wigs, Rhinestones, Plumes. Free lists. Leroy Carpenter, 4010 Park Ave., Weehawken, N. J. Phone, UNion 3-0509.

FOOD AND DRINK CONCESSION SUPPLIES

ABOUT ALL MAKES OF POPPERS, CARAmel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. m30

FOR SALE SECONDHAND GOODS

EVANS ORVIL BOWLING ALLEY, ANCHOR 10x12 aluminum frame and fireproof Tent, slightly used, bargain. A. L. Yelenta, 50 St. ... St., Peru, N. Y.

18 SCHIFF U-DRIVE BOATS, COMPLETE with motors, air locks, control valves ..., all parts. Best offer takes all. ...eggio, 31 Burnside Ave., Staten Island 2, N. Y. SA 7-4780

FOR SALE—SECONDHAND SHOW PROPERTY

AUCTION SALE—SPAR BROS.' WINTER quarters R. 40, Philadelphia, Ind., 1:00 p.m. 60x90 Tent, Trucks, Trailers, Light Plant, 12 lengths of Seats, Aerial Rigging and Acrobatic Props. Many other Circus Items.

BUILD FROM TESTED PLANS: GHOST Train, ..., Fun House, $1, Bingo, ... Ferris Wheel, Truck Shows, $7, Pit Show Pandoras, $8, Deluxe Miniature Golf, $25. Free catalog. ... Box 875, Peoria, Ill.

FOR SALE — COMPLETE SCOOTER RIDE. 40 cars, in good condition. All answer Box 122, c/o The Billboard, 1564 Broadway, New York 36, N. Y. oc7

GIRL SHOW COMPLETE AND OPERATING Truck just ...ed, front newly painted. Can be seen at Frederick, Md., this week. Bill Shoemaker, R. D. #1, New Oxford, Pa.

TRAINS — ALL SIZES, GAUGES, TYPES: new, used, custom built. Photographs, details $1 bill (refundable). Miniature Trains, 238 Winthrop, Rehoboth, Mass. oc7

WANT CONTACT OWNER LONG RANGE Portable Shooting Gallery. Wintering vicinity Toledo or Detroit, Mich. 2007 Detroit Ave., Toledo 12, O.

WHIP FENCES, NEW, $45 EACH. BLOCK and falls, tally clocks, turnstile, Whip parts, shoes, ticket box, Ferris Wheel cable and parts. Havell's Garage, 804 Jamaica Ave., Brooklyn 8, N. Y. oc14

18 PASO FINO BRED MARES, 1 SHETLAND Stud, all for $1,000. Delivering charge, 30c per mile one way. This is a real bargain. ... time for letter writing. Phone Day or Night 8317. F. L. Cobb, Amite, La.

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN WITH COMIC Chalk Talk Stunts and colorful Rag Pictures. Illustrated catalog, 10c. Balda Art Service, Oshkosh, Wis. oc30

MAGICAL APPARATUS

MAGIC CARDS — READERS, $2. DECK Strippers, $1.75. Instructions, Trick Glass, Loaded Passers, $4. Mismouts, $4. Pringle, 1143 N. W. 36 St., Miami 37, Fla. oc30

MISCELLANEOUS

BINGO SUPPLIES OF ALL KINDS—BLOWers, Cases, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton, O.

BMI PUBLISHER AND RECORDING COMpany now compiling new catalog. Solicit original material. Will reply to all manuscripts sent to Jumbler Music Enterprises, Box 406, West Covina, Calif.

GIRLIE PHOTOGRAPHS WITH THAT at home look. Original and unretouched. Samples, $1. Meaders, 13 Cool Springs Dr., Greenville, S. C.

JUGGLING CLUBS, ROLLING GLOBES made to order. Finest craftsmanship and material. Jack Miller, 1886 N. Kansas Ave., Springfield, Mo. m30

WANTED — PORTABLE ICE SKATING Rink, outdoor use. Rent, buy or percentage. Leslie Larner, 1883 N. Glenwood St., Allentown, Pa.

Hawaiian **"TI" PLANT LOGS**

Bagged in polyethylene . . .
KEEP LONGER, SELL FASTER!
Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

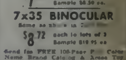
LAVENDER SACHET BASKETS
Tightly woven bleached rattan baskets with plastic stoppers. $7.00 per 1000, $46.00 per 500. Dried Lavender flowers 10 lbs. $8.60
LOWEST PR... AN...
Sherfy's

HI-POWERED VALUE!
LOWEST PRICES EVER OFFERED

6 x 30 BINOCULARS
A newly designed ... Light and compact with extra sturdy ... leather covered. Coated non-... achromatic lenses with ... adjustments. Central focusing ... image reproduction ... sightseeing, ... magnification. 30mm. field ... leather carrying case and shoulder strap. Wt. 1 pound
List $39.95
$7.68 each in lots of 3. Sample $8.50 ea.

7x35 BINOCULAR
Same as above in ...
$8.72 each in lots of 3. Sample $10.95 ea.
Send for FREE 100-Page Full Color Name Brand Catalog & Xmas Toy Supp...
25% dep. bal. C.O.D., F.O.B. Chicago.
STANDARD INDUSTRIES
1113 So. Wabash Ave. Dept. BT
Chicago 5, Illinois

ALY **THE GATOR**



Aly is a Genuine Alligator Stuffed and Preserved. Aly is so unusual he attracts attention everywhere. Over 100,000 sold to date. A natural for any Carnival or Fair.

In 100 lots:

15 inch	$ .75 each
21 inch	.90 each
26 inch	1.25 each
30 inch	2.00 each

ORDER TODAY!
Write for Catalog Sheets on other Alligator Novelties
PAN-COAST BAGS, INC.
30 N.E. 17th St. Miami, Florida

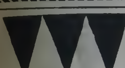
ONE MILLION DOLLARS CASH
IN CONFEDERATE MONEY
Yours only $2.98

Best in Merchandise Service & Price

Appliances • Silverware • Hardware • Hand Tools • Portable Electric Drills & Saws • Tool & Tackle Boxes • Giftware • Watches • Costume Jewelry • Lamps • Household Articles • Leather Goods • Extension Cords • Corded Knives • Boxed Cutlery Sets • Electric Shavers & Haircutting Sets • Electric Sewing Machines.

COOK BROS. 815 So. Halsted St. Chicago 7, Ill.

Entirely New Varied Brands Toy Line



THE FIRST "NEW LOOK" PENNANTS

In over 2,000 years

Send for our free literature illustrating the largest line of traffic stoppers ever manufactured under one roof. Make your place stand out like a sore thumb. You get attention with Myrlo products.

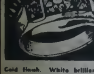
MYRLO CO., Dept. B
1281 Main Ave. Cleveland 13, Ohio

WE MANUFACTURE

Over 100 varieties of Flower, Feather, Metal and Plastic Earrings. Jobbers, Distributors and Salesmen, write. No closeouts.

Milore Jewelry Co.
1190 Hadden Ave.
Camden 3, N. J.

!SENSATIONAL PROFITS!



No. 185 Full of Fire! Fire! Brilliancy $3.25 Doz.

Gold finish. White brilliant center. Red or Green sides. $36.00 Gross

PROVIDENCE RING COMPANY
49 Westminster St. Providence, R. I.

1,000 PIECES OF SLUM ONLY $6.75
ASSORTED TOYS NOVELTIES GIFTS
GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES
DART BALLOONS. Gro. ......$ .70
HAWAIIAN LEIS. Gro. 1.40
CIGARETTE HOLDERS. Gro. 1.75
FUR MONKEY, 5 Inch. Gro. 4.80
JUMPING BEAN. Gro. 1.00
25% Deposit With Order, Bal. C.O.D.
Send for Free C 57 Carnival Catalog.

OPTICAN BROTHERS SINCE 1909
100 W NINTH ST. KANSAS CITY 6, MO

WORLD'S SMALLEST LITER

SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on man's key chain or ladies' charm bracelets.

$2.75 Doz. $30.00 Gr.

Plus shipping charges. Min. 6 dozen. Key Chains available $1.00 per gr. extra. No Federal Excise Tax. Free catalog.

STERLING JEWELERS
1978 East Main St.
Columbus, Ohio

Ideal for Engravers State Your Business.

PHOTO SUPPLIES DEVELOPING—PRINTING

COMIC FOREGROUNDS AND BACKground. Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 8, Mo np

PHOTO BOOTHS, CAMERAS, D P PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. FDQ Camera Co., 1548 W. Cortez, Chicago 22, Ill. ch-tfn

PRINTING

200 8½X11 LETTERHEADS AND 200 6¾ Envelopes, $3.95, black or blue ink. Mello Press, 6468-B Clovis Ave., Flushing, Mich. oc7

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women, full, part time; buy nothing: sales kit furnished. Match Corp., Dept. D-163, Chicago 32, Ill. se30

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1 ch oc28

SALESMEN (5) TO OBTAIN LOCATIONS for leading Radio and TV Tube Tester-Dispensers. Must be top notch negotiator. Contact key executives of chains. Cover large territory. High commissions against draw. Apply only if accustomed to earning $15,000 to $20,000 and over. Write Box C-831, c/o The Billboard, Cincinnati 22, O. ch-se30

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — WORLD'S finest, best designs, colors and supplies. Free catalog. Owen Jensen, 180 West 83rd St., Los Angeles, Calif. oc28

TATTOOING—I WILL TEACH YOU HIGHly profitable profession. Make $100 a day. Have business of your own. Travel. Complete licensed course, all supplies, professional secrets, designs, etc. Free information. Mill Zeis, 728 A Leslie, Rockford, Ill. op

WANTED TO BUY

GRIND ORGAN IN GOOD SHAPE. MUST be reasonable. Also Hurdy Gurdy Roll, large. Prenn, 806 Cedar Ave., Pittsburgh 12, Pennsylvania.

TANGLEY OR NATIONAL AIR CALLIOPE wanted. Working condition or not. Particulars to Hal Harris, Post Office, Box 1545, Halifax, Canada.

WANTED—SMALL TRAIN, HERSCHELL or equivalent, to accommodate 20-30 adults. Must be in first class condition. M. Weiss, R. D. #1, Box 211, Emmaus, Pa.

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum $4. CASH WITH COPY.
Forms Close Wednesday for the Following Week's Issue

ACTS WANTED—NEED STANDARD AGVA Acts for winter season, Indianapolis territory. Contact Len Crowder, Burnett Theatrical, 223 Essex House, Indianapolis, Ind. se30

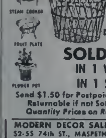
COMBOS, TRIOS, SINGLES, ORGAN OR piano for Florida engagements. Send photos and particulars to: Music, 3137 Phyllis St., Jacksonville, Fla

GIRL MUSICIANS WANTED FOR LARGE dance band Saxes, trumpets, piano and rhythm. Send resume immediately. A. Broemel, New Boston, Mass.

BANDS, DUOS, ENTERTAINERS, SEND pictures and details to The Arnold Parks Agency, P. O. Box 173, Theodore, Ala. Phone, Mobile, Greenwood 7-1939.

MUSICIANS—ALL CHAIRS. TRAVELING band, guaranteed salary. Must read and cut shows. Write or wire: Band Manager, 3574 N. Ingleside Drive, Norfolk, Va. Phone: Lowell 5-6551.

TERRIFIC SELLER



12 in 1 BASKET

EASY TO DEMONSTRATE

SOLD 1800 IN 1 WEEK IN 1 SPOT

Send $1.50 for Postpoid Sample Returnable if not Satisfied
Quantity Prices on Request

MODERN DECOR SALES CORP.
52-55 74th ST., MASPETH 78, N. Y.
Illinois 7-5502

WATCH SPECIALISTS FOR 67 YEARS

Men's Copy $375 Ola Watch, 3 New Styles Every Looker A Buyer $4.50; Boxed $7.38 Half Ad 10 pc Sale $8.95; 8 pc $4.60 Thin Model Man's 17J $9.98; Ladies' $8.98. 28 Jewels. Natl. Adv., Very Thin Man's $18 Catalog Available

RESULT SALES
540 FIFTH AVE., NEW YORK 36, N. Y.

AT LIBERTY

ADVERTISEMENTS
5c a Word Minimum $1
Remittance in full must accompany all ads for publication in this column.
No charge accounts.
Forms Close Wednesday for the Following Week's Issue

CIRCUS & CARNIVAL

HUSKY DOG ACT. 4 PONY DRILL, DOG, pony, monkey combination. Trick talking, posing, pick out pony, outstanding acts. E. L. McCall, Rt. #5, Mexico, Mo. Tel.: 6-123Wf. oc7

DRAMATIC ARTISTS

DRAMATIC ACTRESS — PROFESSIONAL, age 34, single. Interested in TV. Have photos. Maurine Dillinger, care The Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

MISCELLANEOUS

ADVERTISING, PROMOTIONAL, CLOWN. Also need Rep. or Agent. Will travel. Dr. George Merlo, 3648-A Montana St., St. Louis 16, Mo. FL 3-4478.

AVAILABLE FOR ALL TYPES OF INDOOR Shows and Events: Wilma Lee and Stoney Cooper with the Clinch Mountain Clan, stars of the "Grand Ole Opry" and Hickory Records; The Mansfields, America's foremost sharpshooting family; The Ortons, outstanding sharpshooting, archery, knife-throwing act; The Los Larabees, whips of the Argentine; Archie Royer's Western Revue of sharpshooters, educated horses, mules, performing dogs, monkey; Chet Roth's Parade of Magic; Dick Carson, star of radio, stage, records and screen, America's Cowboy Blues Yodeler; also Lee Webb and His West Virginia Pals. Available as single or combined units. Contact Frontier Attractions, 428 West High Ave., New Philadelphia, Ohio. oc14

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Nelge F Diehl, Route 3, Staunton, Va. je2 '58

MUSICIANS

A-1 RINK ORGANIST AVAILABLE — TEN years' rink experience. Reliable, sober, competent. Will locate anywhere. Address: Box C-232, c/o Billboard, Cincinnati 22, Ohio. se30

AVAILABLE—TOP NOTCH CONTINENTAL Trio. Violin, piano, bass. Specializing in dinner, gypsy and Latin dance music. Leader, 1704 N. Bissell, Chicago, Ill.

BASS MAN, VOCALIST AVAILABLE. Otto Woolsey, 1118 First St., Chillicothe, Mo., 2330W.

DRUMMER AVAILABLE OCT. 8 — FIVE years with present orchestra. Sudden disbanding only reason for this ad. Authentic Latin, shows, finest references, thoroughly experienced. Wire, phone Glen Hotaling, Will Back's Orchestra, Antlers Hotel, Colorado Springs, Colo.

ELECTRIC GUITAR LEAD OR RHYTHM. Read, fake, sing No hillbilly. Male, white, union, musician Box C-226, care of The Billboard, Cincinnati 22, O. se30

GUITARIST, DOUBLING BASS, VOCALS, white. Flashy solos, good beat. Prefer commercial combo Cut first night, no notice. Join immediately. Phone Justice 2-8372 Mr. Cleo Scroggins, 1420 1st Ave., West, Kennewick, Wash.

HAMMOND ORGANIST—DANCE, ENTERtainment, old timers, available now. Write Maurice Lambert, 821 Trinity Ave., New York 56, N. Y. oc14

LEAD GUITARIST, MODERN CHORDS, vocals, solos any parts. Ten years lodge trios Double Bass. G. Erickson, Harmony Hotel, Minneapolis, Minn.

NON-READING PIANO PLAYER, DOUBLE Stage Bits only Go anywhere. 254 S. Ave. 24, Los Angeles 31, Calif.

PIANIST — MALE, SINGLE, GENTILE: popular, classical, orchestra, soloist, accompanist; wide professional experience. Box C-235, c/o The Billboard, Cincinnati 22, Ohio.

RHYTHM SECTION AVAILABLE NOV. 1
Only Florida and warm climate locations considered, no one nighters. Piano, Bass, Drums All name-band musicians—each well schooled on his instrument. Can work together. Specialize in Latin, modern jazz and society. Transpose, fake and read well for shows. Unison singing but no comedy.
Write c/o MUSICIAN
923 Cheyenne Blvd., Colorado Springs, Colo.

TENOR, CLARINET AGE 27, EXPERIenced, read anything, play jazz, dependable. Will travel. State all in letter. Mill Newman, 815 Adams St., Vicksburg, Miss., Phone 1940. No collect calls, please.

TRUMPET—JAZZ, DIXIE, COMMERCIAL, combo work preferred. Consider all offers. Kenny Buckles, 818 W. Third, Garnett, Kansas.

TRUMPET FOR SHO-BAR UNIT — TONE. Read, society jazz, comedy routines; double some Tenor, young and reliable. Will send pictures. Available Oct. 5, Dick Lewis, Sabula, Iowa. se30

WANT JOB AS M C. IN COUNTRY, WESTern band or show, experienced; also Radio Announcer, clear voice, no dialect; Semi-name, band leader experience, rhythm guitar, vocal I know western music and up to date on artists who make it. Good character, sober. Write: Box C-233, c/o The Billboard, Cincinnati 22, Ohio.

PARKS & FAIRS

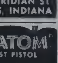
OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address Charles La Croix, 1304 South Anthony, Fort Wayne, Ind. Telephone: Eastbrook 3312.

VOCALISTS

LADY JAZZ AND POP SINGER, WHITE, wants Chicago engagements. Clubs, conventions, lodges, records, etc. Box 909, The Billboard Publishing Co., 188 W. Randolph, Chicago 1, Ill oc14

$139.50 VALUE
NEW PRICE $42.95

6 Asst. Men's WATCHES



With Expansion Band. Ladies' with Cord Band.
GRUEN — WALTHAM — BENRUS — BULOVA — ELGIN.
Sample Watch $7.98.
Reconditioned, guaranteed like new. Wholesale only—25% with order, balance C.O.D. 5-Day Money-Back Guarantee. Send money order or certified check. Write for FREE 1957 Catalog "B."

MIDWEST WATCH CO.
5 S. WABASH AVE., CHICAGO 3, ILL.

NEW!
WALKING TORTOISE

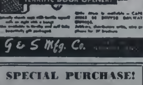
Rubber, bulb-operated, comic rubber toy.

2¼ doz. ....$24.00 gross

Minimum order—2 dozen
Include postage with order.
25% deposit with c.o.d. orders.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST
INDIANAPOLIS 25, INDIANA

LITTLE ATOM
WORLD'S SMALLEST PISTOL



Complete

TERRIFIC DOOR OPENER!

G & S Mfg. Co.

SPECIAL PURCHASE!

MEN'S ELGIN, WALTHAM Wrist Watches—reconditioned, guaranteed like new — 18 or more. $5.95 ea.

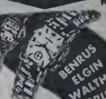
Sample $6.95. Ladies'—$1.00 additional.

JOSEPH BROS. 55 Wabash Ave Chicago 3, Ill

4-PC. PEARL SET included FREE

Boxed necklace, bracelet and earrings FREE with any order of $38.98 or more from WEINMAN'S. Limited time only.

MEN'S WOMEN'S New Styles



BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

Choice Lot 6 FOR $49
All Famous makes — complete with expansion bands Reconditioned and guaranteed like new! (Sample, $9.98.)

10 FOR $69.50
Assortment Men's Elgin, Waltham Complete with Expansion Bands
(Sample $8.95)

$6.45 Each
SPECIAL LOT—Men's Elgin, Waltham Watches
Reconditioned and Guaranteed. Expansion Bands Included

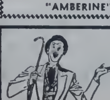
5-Day Money-Back Guarantee.

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S
182 S. Main St., Memphis, Tenn.

Amberine Unbreakable Combs
for DEMONSTRATIONS

THE ORIGINAL
Reg. In U. S. & Canada Pat. Off.
Available Direct From Manufacturer
Price List on Request.
Stock on hand Orders Shipped Day Received
Send $1.00 for Sample Set
"AMBERINE" 2020 F Street, South Belmar, N. J.



Send for Our Sample Kit #A-505
10 of the Nation's Outstanding Values for Only $7.50
Money-Back Guaranteed.
EACH A SURE-FIRE WINNER. ACT NOW.
We Carry a Complete Line of Nationally Advertised Promotional and Pitchmen Items.
Be Sure to Visit Our New Large Showrooms
DAMEN-LAWRENCE SALES, INC.
4727 No. Damen Ave. Chicago 25, Illinois
Phone: UPtown 8-1112

MANUFACTURERS CLOSEOUTS

36 ASSORTED STYLES NO. 2471A RHODIUM OR YELLOW FINISH $21.00 GRO. ASST.

VALUES UP TO $60.00 GRO. NO. 2407S NICKEL SILVER $24.00 GRO. ASST.

SEND FOR FREE CATALOG TODAY

—Please state your business—

"FRISCO PETE" All Phones: FRanklin 2-2567
226 S. WELLS ST., CHICAGO 6, ILLINOIS

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying birds, Whips, Balloons, Hats, Canes, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

1-day Service ACME PREMIUM SUPPLY CORP.
2201 Washington Ave., St. Louis 3, Mo.

THE BILLBOARD'S 1957

CHRISTMAS MERCHANDISE SPECIAL

DATED OCTOBER 14

Demand for every conceivable type of toy, novelty, jewelry and gift item is sure to be greater this year than ever before. No one knows this better than the many thousands of retail outlets and individual salesmen, who will soon be making provisions to stock up to capacity. Many thousands of dollars will be spent by these people ordering directly from The Billboard's Merchandise Special and the Reprint.

* 60,000 REGULAR BILLBOARD CIRCULATION

Abundant with thousands of established, cash-with-order buyers, including Novelty Stores, Gift & Souvenir Shops, Demonstrators, Pitchmen, Auctioneers, Wagon Jobbers, etc. In addition to these, your advertising will also receive a bonus distribution.

* 25,000 BONUS DISTRIBUTION

The entire Merchandise Section, including all Editorial and Advertising that appears in the Oct. 14 issue, will again be published in a special Reprint. This Reprint will then be sent to 25,000 ADDITIONAL BUYERS of all types of gift, premium and novelty Merchandise . . . buyers who are ordinarily hard to reach thru personal sales calls.

THIS IS YOUR ONCE-A-YEAR OPPORTUNITY FOR TIMELY, WIDER DISTRIBUTION OF YOUR ADVERTISING AT NO EXTRA COST!

Don't Pass It Up. Reserve Space Today!

ADVERTISING DEADLINE . . . TUESDAY, OCT. 8

CINCINNATI 22, OHIO
2160 Patterson St.
DUnbar 1-6450

CHICAGO 1, ILL.
188 W. Randolph St.
CEntral 6-9818

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

HOLLYWOOD 28, CALIF.
1520 North Gower St.
HOllywood 9-5831

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0445

THIS IS A BARGAIN HARD TO BEAT!

The cost to send a piece of direct-mail literature to a list of 84,000 is $1,260 for postage alone, plus costs of printing, handling, etc. A full-page ad in The Billboard's Christmas Merchandise Special costs only $650.

Make Fun Your Watchword

• Continued from page 68

... reports on rink operations we have made a small segment of our patronage happy, referring specifically to artistic skaters. However, this has been accomplished at the expense of the pleasure of the great majority of a rink's clientele, the segment of patronage that spells the difference between profit and loss.

Nevertheless, it must be admitted that a danger does exist in any one-sided version of musical programming, for there is the possibility that a rink owner may be swayed by pressure of a few regular patrons to revise entirely to suit the taste of this particular group of patrons.

For example, I am confident that a continuous program of rock and roll music would turn a rink into a penal institution before an operator could correct the situation. So it is my opinion that variety in music is paramount in importance if an operator wishes to create a sensible musical background. Not only must the selection of the numbers be considered, but also the time allotted to each type of number.

Music Programming

By way of explanation, I would like to point out that I present a starlight escort waltz with all the lights every half hour. I play only the most beautiful waltz numbers available at 108 metronome time, as that tempo is most adaptable to the variety of waltzes most popular at the rink. Starlight escorts provide the romantic interest at the Price Hill Roller Rink, and romance is the most salable item I have to offer.

During our demonstration period and at intervals during the regular session I lean toward tempos that are most enjoyable to the artistic skater. The remainder of the program is filled with an occasional jump tune. Occasional specialty numbers are inserted, depending upon attendance at any particular session.

The problem of better musical atmosphere in a rink could be solved by adding instruments to the organ, giving the effect of a combo, or by creation of a much fuller background in recordings and a complete analytical research effort on the part of professional teachers of present tempos of dances compulsory for the artistic skater.

I believe some life must be breathed into our music thru elimination of much of its phony stiffness if it is to become more inviting. In this respect the ice skating field has modernized its dance tempos to a point where roller skating records have become unsuitable unless played on a turntable capable of adapting the tempo to the rhythm the most desired. For example, the roller continental is skated at 168 metronome, while the ice skating pro has stepped it up to 194. Those professionals with whom I have talked advise that it makes for a more enjoyable dance. I sincerely believe that when roller skating teachers, managers and pros become more music conscious, the first and most important step toward patron happiness will have been accomplished.

On the subject of dress regulations, there is much over which to ponder, particularly as to its effect upon the attitude of the patrons. In the theory being discussed, there is absolutely no room in a rink for blue jeans, overalls, T-shirts, etc., regardless of patron age. Such attire reflects the personality of the rink owner and imposes upon the bulk of the patronage in attendance. "The devil may care if I fall or who I may bowl over," concept of rink attire certainly goes a long way toward negating the good name the roller rink business has acquired.

On the other hand, I can see only evil thought in the arbitrary restriction of skating costumes to a specific length. Certainly no rink owner can afford to approve or tolerate obsenity. However, I cannot understand the reasoning of some operators who restrict skirt lengths at regular sessions yet approve enthusiastically of skaters appearing in competitive events or a show wearing brief attire. The trend in street attire, in season, in my city has gone from shorts to shorter shorts and the attire of the beach and boating public is much less this season than last. Yet these business enterprises are as free from criticism as the air that surrounds them.

In my opinion the explanation is elementary. The ultimate in human happiness is to be able to attract. Some females have pretty faces while others have pretty figures, and as I see it, it would be just as unfair to insist that a girl with a lovely figure hide it with a long costume as it would be to enforce a rule requiring a girl with a pretty face to wear a mask while skating. As far as I am concerned, the character of a girl can be exploited quite as easily in a Mother Hubbard dress as in an abbreviated skating costume. I further believe that the freedom to attract plays an important part in the over-all picture of happiness in a rink.

Conduct Regulations

In the matter of deportment, the rules are few and brief. There are no favored few who conduct themselves as they wish. Everyone must act the lady and gentleman at all times while in the rink or within confines of the parking area. Every patron must observe the edicts of the floor manager, whose sample rules cover use of profanity, rough skating, gathering in large groups and breaking into specialty numbers. Pugilists are eliminated for keeps. Controlled deportment plays a most important part in providing happiness for everyone in a rink. No one person or group can be permitted to deprive others of a good time.

With reference to games (or entertainment), they are used only as bonus features at specific sessions and are beamed predominantly at the youngsters. This takes the form of patron-participation events. They are not competitive. We devote a half hour of weekend sessions to these events, which are designed to create return patronage and new skaters. Our events include a number contest with a question mark and 'jackpot gimmick added, a graceful skating contests for girls and women, a mother-son, father-daughter plain skating contest, jitterbug contest for boy and girl, races in various age brackets for boys and girls who have never won a race, races for boys and girls who have won in the past, and comic races, such as choo-choo or wheelbarrow events. These events, if condocted properly, can be run off in 30 minutes. The prizes are passes to the rink. The reaction a manager gets from parents whose children have won such an event is amazing. It can only be described as pride and happines in the highest state. Furthermore, it often makes skaters out of parents who would otherwise never have given it a thought.

I suggest the thought that fun and games in a rink are not just something that happens. The over-all picture of happiness in a rink is something that must be created, and the responsibility must be allocated to but one or two persons, the owner or manager. He, too, should be able to get a lot of happiness out of seeing patrons enjoying themselves. Rink operation is a fine business. It has everything to offer the public—music, recreation, romance, companionship, health and opportunity. All coordinated and exploited, they cannot miss bringing happiness to anyone who steps into a modern rink. Management is a full-time job for any man, but one never grows old doing it.

Jersey Skill

• Continued from page 68

and an address by attorney Brendon T. Byrne, introduced as a personal representative of Governor Meyner. He reviewed the circumstances leading to the skill games ban and reiterated that the governor could not and would not consider any remedial legislation unless it provided for State controls and restrictions.

Charge Discrimination

Cicala responded by noting that the law whose enforcement wiped out the games industry in New Jersey also expressly prohibits playing for money or other valuable thing at ... bowling, tennis, pool, shuffleboard and billiards. Byrne then admitted that if midway-type skill games were to be placed under State control then the same restrictions and controls would be necessary for bowling, tennis, billiards, pool and shuffleboard. Cicala has charged State discrimination since the statute specifies the games named, as well as midway games. He has said all tournaments giving trophies as prizes are illegal under the statute, and that by allowing other kinds of games to run while speaking against midway games, the governor is committing a deception.

ESE Hits New Crowd Mark

• Continued from page 63

100-piece band and drill team, daily fly-over by the Thunderjets stunt team, Wednesday (18) air show above the grandstand and many ground exhibits.

Appearing from Sunday thru Saturday (15-21), Hope grossed a fraction below $85,000, with a potential of $98,000. The 90 per cent sellout business left the fair well satisfied with its end of the arrangement, Reynolds said.

Kids' Day Canceled

Gate attendance was up on every day but two, on Monday (16) when rain cut the turnout by some 4,000 to around 26,000, and on closing day Sunday (22), when the total lagged by nearly 10,000. On other days, however, advances in attendance were strong. A change this time was the elimination of the Monday kiddie day. This was done voluntarily, fair people said, as older school kids had begun to dominate the fairgrounds and unruliness was becoming more than security personnel could handle. Whether a children's day could be reinstated in the future was not being predicted.

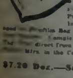
The King Reid Shows ride line-up had a banner week, as did the limited concession operation in which Reid is associated with Frank (Whitey) McTeague. There were four under-canvas operations on the grounds: an antique automobile club exhibit, William Stein's circus unit, a Mayflower ship display by Filene's of Boston, and a "Grand Ole Opry" unit featuring Benny Martin. The country music feature was disappointingly received, and the observation was offered that stronger names would have fared pretty well.

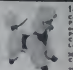
Grandstand attractions included Gene Holter's racing ostriches, which did fairly good; Ward Beam's thrill show, which did pretty good, and three days of Sam Nunis-promoted auto racing, which did very good. Running in the Coliseum during the week was the daytime horse show, a mainstay of the exposition.

The Coliseum gross was the best in recent memory, topping by $20,000 the figure turned in by "Skating Vanities" in 1952, and by $25,000-$30,000 the rodeos held in intervening years. Formerly held for seven days, the event added its closing Sunday in 1952 and its opening Saturday in 1953.

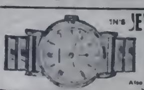
For next year, Reynolds said, efforts will be made to provide more midway lighting, since night attendance has been increasing. In addition to the Rhode Island Building, there was the addition this year of a new illuminated marquee for the Coliseum.

On opening weekend there was a ride fatality suffered when two Ferris Wheel passengers fell from their seat. An Air Force enlisted man who was a display attendant suffered severe internal injuries. His companion, a fairgrounds waitress, was killed. Reid said the incident was not the result of a faulty restraining bar latch.


DECORATOR PILLOWS
Full 17", Assorted Prints and Colors. Individually Packaged in Pliofilm Bag. Excellent Christmas Number. Complete with $2.98 Price Tag. Direct from one of the largest Mfrs. in the Country.
$7.20 Doz.—Sample $1.00
STAR DOLL & NOVELTY CO.
12th & Brown St., Dept. A
Philadelphia 23, Pa.

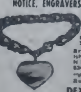
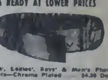


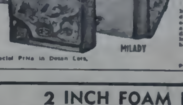
14" LADY POODLE
Comb. Seal Fur & Plush Life Like Colorful Rubber Face Pearl Collar & Leash $42.00 dz
30" Taffeta Clown $12 dz
22" Bonnet Doll $9.60 dz
27" CLOWN $9.60 dz
32" PLUSH BEAR
Cotton Stuffed Asstd. Colors $20.00 dz
32" SUPER BEAR
Vinyl Rubber Pointed Nose Asstd. Colors $21.75 dz
F.O.B. N.Y.C. 25% Dep., Bal. C.O.D.
TEE JAY TOYS, INC.
40 West 20th St., NYC 11 WA 4-6464


MEN'S JEWELED WATCH $4.95 EACH
In lots of twelve, $3.75 each
Yellow gold finish — anti-magnetic — with expansion band and 2-year guarantee
17-J. Ladies' or Men's Watches, $14.95 each
23-Jewel Men's Watch, $17.50. Any style push cards available; mention your needs
Also ELGIN, BRUEN, BENRUS, HAMILTON
Write for our Big Illustrated catalog.
AGENTS and DEALERS WANTED.
MEN'S WATCH & JEWELRY SET, $4.55 each in 12 lots. SAMPLE $5.95
DEL MARRE, Inc. 546 Harrison St., Dept. B187 Oak Park, Ill.

SPECIAL
OXWALL SET
MAGNETIZED
RETAILS $1.69
OUR PRICE WHOLESALE ONLY
$5.40 per Doz.

MEN'S SOCKS
3RDS—MATES
$1.00 per Dozen
NYLONS
OPEN SEAMS
$1.00 per Dozen
DRESS LENGTHS
SILK AND RAYON—RAYON TAFFETAS
3½ YARDS—$1.25
NATIONAL TRADING CO.
122 East Markham Street Little Rock, Arkansas

NOTICE, ENGRAVERS—26 NEW NUMBERS READY AT LOWER PRICES

$22.20 gr.
Heart or Round, 24 in. Necks.
Bracelets — polished Gold or Nickel plated, $24.00 Gr.
"We Manufacture Ours."
DEXECO, INC.
Manufacturers of Engraving Jewelry
191 South St. Providence 3, R. I.

Girls', Ladies', Boys' & Men's Plate Idents—Chrome Plated $4.50 Doz.
Girls', Ladies', Boys' & Men's Expansion Idents—Chrome Plated $4.00 Doz.
Catalog with new numbers ready for engravers and demonstrators. State your business.


MEXICAN
REVERSIBLE PURSES
They Come in Two Sizes
6" x 9" ... $ 8.90 ea.
7" x 10½" ... 10.90 ea.
If one only, $1.00 extra
Milady actually gets two different color purses in one. Just turning the flap around, she will have a different color purse. Made in many different color combinations.
MILADY
Special Price in Dozen Lots.
PEARL SALES CO.
Ask for Free Catalog
P. O. Box 675, El Paso, Texas

2 INCH FOAM DICE
Beautiful colors. $36.00 Gross. $3.25 Per Dozen. 25% Deposit with order.
Satisfaction guaranteed or money back. Postage paid.
GREYHOUND AMUSEMENT CO.
2303 Surf Ave., Brooklyn 24, N. Y.

coin machine market report

How Operating Looks This Fall

Seven out of ten operating companies report gross income from juke boxes either down or the same for the first seven months this year compared to the same period last year. More than eight out of ten report grosses from amusement games either down or the same. Here's the story based on reports from 247 operating companies.

By BOB DIETMEIER

Most operators are either not faring as well this year as last or are standing still

Up to August 1, they either did not have as good a year as 1956 or they had no change in gross income.

Two out of three operators expect gross income for the balance of the year to be either lower or the same as a year earlier.

Sharp Split

Operators are sharply split on what to expect in 1958

Evenly divided, nearly one-half believe next year will be better in terms of net income. A bare majority—34 per cent—don't think so

These are key findings of the 1957 Operator Market Report

This report is based on a survey of 247 diversified operating companies representing all regions of the U. S. Complete results appear on this and the following pages.

95% Diversified

More than 95 per cent of the operating companies surveyed operate both juke boxes and coin-operated amusement games All of these reported on both types of equipment.

Seven out of ten operating companies report gross income from juke boxes either down or the same for the first seven months this year compared to the same period last year.

More than eight out of ten report grosses from amusement games either down or the same for the identical period

% Reporting Drops

Juke box grosses were reported down by nearly one half—46.9 per cent—of the operators surveyed, while amusement game grosses were reported down by two out of three firms or 68.2 per cent polled

Of the operators who reported music machine gross income down, 69 per cent had drops ranging from 10 to 25 per cent. Just one in ten had drops from 30 to 50 per cent.

Of the operators who stated that game grosses were off, 57 per cent had drops of 10 to 25 percent. Nearly one-quarter had drops from 30 to 50 per cent.

½ Report Hike

Nearly one operator out of three reported an increase in juke box income; just 14.5 per cent indicated increases in amusement game income.

These figures—and others resulting from the survey—appear to reflect not only dominant trends in both the automatic phonograph and amusement game industries, but important change at the location level and the importance of the impact of the local economy on operating as well.

Reasons Why

Gross income dips on juke boxes was result of any one or more of these factors: Keener competition resulting in either of locations or fatter commissions to location owners; local business conditions poor such as unemployment in a factory, or poor farm season, or shift in diversion by local populace, any one of which is responsible for loss of customers in locations and hence collections; nickel play, or even in some cases dime play, with worn-out equipment.

Judging from comments given, gross income dips on games was often the result of stiffer local and or State and Federal regulations and taxes Principal type machine mentioned was the bowling game. It appears that the dip in gross was due to some operators dropping such high-return equipment on some or all locations in certain areas.

Top Sellers

Despite this, for the first seven months at least, in-line games ranked among the three most heavily purchased type machines. Bowling games (including all types and sizes—puck or ball) were the type amusement games bought most by 44.5 per cent of the operators surveyed. In-line equipment was virtually tied with five-ball pins with the former getting 20.3 per cent of the votes, the latter 21.7 per cent. Pool games and guns were tied for fourth and fifth-place honors.

As of August 1, collections from other types of games, including ball and puck bowling games, popular all year, had apparently not been enough to offset loss of in-line equipment in some areas

What's Ahead?

The fact that some operators expect net income next year not to top this year stems largely from the fact that high fixed costs—equipment, salaries, rents and other fixed operating expenses—continue to rise, often outstanding increases in gross income.

Reasons for the optimism of operating firms which expect 1958 to bring increased net income—as well as those which don't expect any increases—are documented in comments by operators in this section.

Of those who believe next year will be louder in terms of net income, most point to better commission arrangement, hikes in prices for record spins, healthier local economic pictures, cost-cutting procedures and an above-normal or heavy purchasing of new and late model equipment—both juke boxes and games—during 1957.

'57 Buying

Most operators surveyed bought either less or the same number of juke boxes and games—new and used—this year for the period January 1 thru August 1—compared to the same period last year. Just 23 per cent said they bought more new juke boxes, 29.6 per cent more used music machine, and just 21.2 per cent that they bought more used games.

However, a hefty 43.1 per cent said they spent more for new games than last year. This is explained largely because of the higher prices for bowling equipment as compared, for example, to pool games—the key product of the industry during 1956.

200-Play Sales

Most operators—65.7 per cent—bought more new 200-selection phonographs for the seven-month period than any other type. Of operators who reported they bought more 80 to 120-selection machines than any other type, one-third came from 13 Southern States.

In used juke box sales, however, the 100-selection-category (80, 100, 104, 120) was purchased most heavily by the overwhelming majority of operators.

Significantly, financing has not been none of a problem for most operators this year than last, according to the survey. Despite the fact that interest rates in the general economy began inching upward beginning last fall, and money in general became tighter, most operators have apparently not felt the pinch. However, operators continue to pay interest rates which are considerably higher than those paid in any "blue-chip" business.

Financing No Harder

Nearly 70 per cent of the operators polled said that they found financing terms no harder this year than last Interest rates varied from 6 to 18 per cent, with the majority paying from 6 to 9 per cent. However, it was not determined from the survey whether this rate was computed on balance figures or total figures.

The most common time period for payments in juke boxes continued to be 18 to 24 months, altho a sizable number reported they have been paying for their equipment in 12 months.

A healthy down payment—between 20 and 35 per cent—is being made in the majority of juke box financing deals, a fact which seems to augur for a healthy operating business. But one-third do buy with no money down, the majority of these at an interest of between 6 and 7 per cent. It is interesting to note that a few operators buy on time without paying any interest, some without down payments.

Similar for Games

Financing arrangements for coin-operated amusement games are being made usually with down payments similar in size to that for juke boxes Time periods, of course, are much shorter and continue to be 6 to 12 months in most cases, altho some shorter and some longer time periods are reported.

More operators reported they spent more for juke boxes this year for the first seven months than they spent for games compared to a year earlier. For 1957, 62.4 per cent replied they spent more for juke boxes compared to 55.1 per cent saying they had less.

Fall Estimates

One out of three (34.6 per cent) believe that juke box collections this fall should be higher than last year for the fall, with 21.3 per cent feeling the same way about games. Half of the participating operators believe game collections will be lower; 29.3 per cent believe juke box collections will drop below last year.

As of August 1, roughly seven out of 10 operators did not expect to buy more games or juke boxes this fall than last. Of those who indicated they would, the overwhelming majority replied they expected to buy new equipment rather than used.

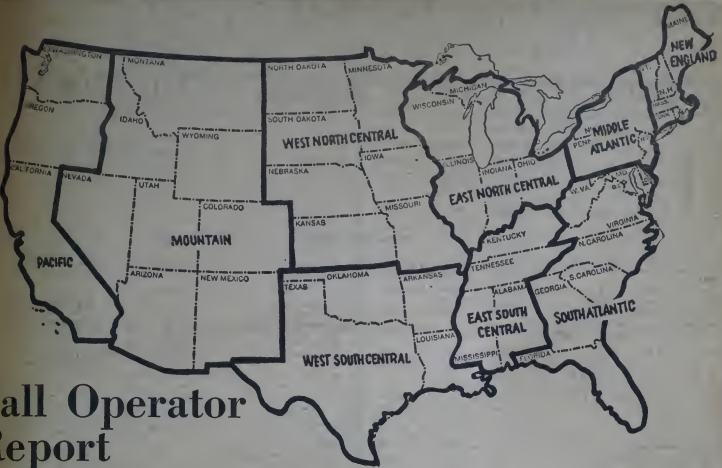
Regional Breakdown

A comparison of the nine geographic regions of the U. S., each with the others, and each with the total, reveals that altho difference in many instances are slight, in some they are pronounced.

For example, well over half the operators in the region made up by New York, New Jersey and Pennsylvania reported juke box collections for the seven-month period are up. This contrasts with just 30 per cent on the national level. This same applies to the New England States, nearly half the operators surveyed of which reported collections up. And nearly half the operators in the Mountain States reported music machines up for the period.

But operators in some States in the Midwest, Far West and South pulled the national picture down for juke box collections.

Game collections were reported down by a larger percentage of operators than is reflected in the national figure in the Mountain States, West South Central States and East North Central States. Above-national average gains collections were reported in the Middle and South Atlantic States.



Fall Operator Report

** Answers to the 16 questions below are based on reports of 247 diversified operating companies representing every section of the U. S. On the following page, answers to eight of these questions on the national level are compared with those of each of the nine major regions. The outline map above shows States and names of each region. The breakdown to the right shows the percentage of the total number of operating companies from each region. Note the broad distribution of operating firms surveyed.*

1. Are your total collections from juke boxes up, down, or about the same for this year so far as compared to one year ago?

UP	DOWN	SAME
30.0%	*46.9%*	*23.1%*

2. Are your total collections from amusement games up, down, or about the same for this year so far as rompared to one year ago?

UP	DOWN	SAME
14.5%	*68.2%*	*17.3%*

3. How has your buying of brand-new juke boxes this year to date compared to last year?

MORE	LESS	SAME
23.5%	*36.3%*	*40.2%*

4. How much have you spent for brand-new amusement games this year to date compared to last year?

MORE	LESS	SAME
43.2%	*44.1%*	*12.7%*

5. How has your buying of used juke boxes this year to date rompared to last year?

MORE	LESS	SAME
29.6%	*41.4%*	*29.0%*

6. How much have you spent for used amusement games this year to date compared to last

MORE	LESS	SAME
24.2%	*44.9%*	*30.9%*

7. What type of brand-new juke box have you bought most of this year?

80, 100, 104	or 120-selection	40 or 50-selection
65.7%	*32.4%*	*1.9%*

8. What type of used juke box have you bought most of this year?

80, 100, 104	or 120-selection	40 or 50-selection
13.4%	*74.4%*	*13.2%*

9. Have you financed more this year than a year ago?

YES	NO
36.7%	*63.3%*

10. Are financing terms harder, easier, or about the same this year compared to last?

HARDER	EASIER	SAME
25.0%	*5.4%*	*69.6%*

11. Have you spent more for juke boxes or games so far this year?

JUKES BOXES	GAMES
62.4%	*37.6%*

Did you spend more for juke boxes or games last year?

JUKES BOXES	GAMES
55.3%	*44.7%*

12. In your judgment, do you think your juke box collections this fall will be higher, lower, or about the same as last year?

HIGHER	LOWER	SAME
34.6%	*29.8%*	*35.6%*

13. In your judgment, do you think your amusement game collections this fall will be higher, lower, or about the same as last year?

HIGHER	LOWER	SAME
21.3%	*50.7%*	*28.0%*

14. Do you plan to buy more games this fall than last and if so, new or used?

YES	NO
28.5%	*71.5%*

NEW	USED
73.5%	*26.5%*

15. Do you plan to buy more juke boxes this fall than last and if so, new or used?

YES	NO
35.2%	*64.8%*

NEW	USED
77.1%	*22.9%*

Where Companies Surveyed Operate

Geographic distribution of the firms polled appears below. Compared with it is the U. S. Census breakdown for the same geographic regions.

U. S. Geographic	% of Firms Surveyed	% of Population in the U. S. Census
MIDDLE ATLANTIC STATES New York, New Jersey, Pennsylvania	*17.8%*	*19.4%*
SOUTH ATLANTIC STATES West Virginia, Virginia, Delaware, Maryland, Georgia, North Carolina, South Carolina, Florida	*12.6%*	*14.3%*
NEW ENGLAND STATES Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island	*3.3%*	*6.1%*
PACIFIC STATES Washington, Oregon, California	*8.9%*	*10.5%*
MOUNTAIN STATES Montana, Idaho, Wyoming, Utah, Nevada, Colorado, Arizona, New Mexico	*8.9%*	*3.6%*
WEST NORTH CENTRAL STATES North Dakota, South Dakota, Minnesota, Nebraska, Iowa, Kansas, Missouri	*9.7%*	*9.0%*
WEST SOUTH CENTRAL STATES Texas, Oklahoma, Arkansas, Louisiana	*4.9%*	*9.7%*
EAST NORTH CENTRAL STATES Wisconsin, Michigan, Illinois, Indiana, Ohio	*25.9%*	*20.2%*
EAST SOUTH CENTRAL STATES Kentucky, Tennessee, Mississippi, Alabama	*8.0%*	*7.2%*
TOTALS	*100.0%*	*100.0%*

16. Do you think 1958 will be a better year for you in terms of net income from operating?

YES	NO
45.8%	*54.2%*

How Regions Compare

QUESTION 1: Are your total collections from juke boxes up, down, or about the same this year so far as compared to one year ago?

	Up	Down	Same
NATIONAL	30.0%	46.9%	23.1%
New England States	42.8%	57.2%	0%
Middle Atlantic States	57.1%	35.7%	7.2%
West North Central States	21.7%	47.8%	30.5%
East South Central States	25.0%	55.0%	20.0%
South Atlantic States	19.3%	38.4%	42.3%
East North Central States	18.1%	60.1%	21.8%
Pacific States	12.5%	56.2%	31.2%
West South Central States	16.6%	50.0%	33.3%
Mountain States	42.1%	36.8%	21.0%

QUESTION 2: Are your total collections from amusement games up, down or about the same for this year so far as compared to one year ago?

	Up	Down	Same
NATIONAL	14.5%	68.2%	17.3%
New England States	25.0%	62.5%	12.5%
Middle Atlantic States	25.7%	66.7%	7.6%
West North Central States	4.8%	80.9%	14.3%
East South Central States	15.7%	63.1%	21.2%
South Atlantic States	28.0%	52.0%	20.0%
East North Central States	11.5%	73.1%	15.4%
Pacific States	6.6%	73.3%	20.0%
West South Central States	20.0%	30.0%	50.0%
Mountain States	4.7%	85.7%	9.5%

QUESTION 3: How has your buying of brand-new juke boxes this year to date compared to last year?

	More	Less	Same
NATIONAL	23.5%	36.3%	40.2%
New England States	14.3%	71.4%	14.3%
Middle Atlantic States	29.5%	43.2%	27.3%
West North Central States	16.2%	36.4%	45.4%
East South Central States	30.0%	40.0%	30.0%
South Atlantic States	26.9%	19.2%	53.9%
East North Central States	25.9%	30.0%	37.1%
Pacific States	29.4%	47.0%	23.5%
West South Central States	30.7%	38.5%	30.7%
Mountain States	22.7%	45.5%	31.8%

QUESTION 4: How much have you spent for brand-new amusement games this year to date compared to last year?

	More	Less	Same
NATIONAL	43.2%	44.1%	12.7%
New England States	14.3%	71.4%	14.3%
Middle Atlantic States	48.9%	42.2%	8.9%
West North Central States	27.3%	40.9%	31.8%
East South Central States	33.5%	38.8%	27.7%
South Atlantic States	25.0%	41.6%	33.4%
East North Central States	49.1%	35.8%	15.1%
Pacific States	43.7%	25.0%	31.3%
West South Central States	53.5%	22.2%	22.3%
Mountain States	33.3%	47.6%	19.1%

QUESTION 5: What type of brand-new juke box have you bought most of this year?

	200 Selections	80, 100, 104, or 120 Selections	40 or 50 Selections
NATIONAL	65.7%	32.4%	1.9%
New England States	66.7%	33.3%	0%
Middle Atlantic States	80.0%	20.0%	0%
West North Central States	71.4%	23.8%	4.8%
East South Central States	64.7%	35.3%	0%
South Atlantic States	42.3%	50.0%	7.7%
East North Central States	63.8%	34.5%	1.7%
Pacific States	87.5%	12.5%	0%
West South Central States	54.5%	36.3%	9.2%
Mountain States	65.0%	35.0%	0%

QUESTION 6: In your judgment, do you think your juke box collections this fall will be higher, lower, or about the same as last year?

	Higher	Lower	Same
NATIONAL	34.6%	29.8%	35.6%
New England States	42.8%	14.4%	42.8%
Middle Atlantic States	50.0%	20.5%	29.5%
West North Central States	27.3%	13.6%	59.1%
East South Central States	38.8%	38.8%	22.4%
South Atlantic States	28.0%	32.0%	40.0%
East North Central States	25.9%	37.0%	37.0%
Pacific States	33.3%	46.6%	20.1%
West South Central States	41.6%	16.7%	41.7%
Mountain States	36.4%	22.7%	40.9%

QUESTION 7: In your judgment, do you think your game collections this fall will be higher, lower, or about the same as last year?

	Higher	Lower	Same
NATIONAL	21.3%	50.7%	28.0%
New England States	12.5%	62.5%	25.0%
Middle Atlantic States	38.4%	41.1%	20.5%
West South Central States	23.8%	42.8%	33.4%
East South Central States	26.3%	52.6%	21.1%
South Atlantic States	19.2%	50.0%	30.8%
East North Central States	21.1%	57.7%	21.2%
Pacific States	20.0%	53.4%	26.6%
West South Central States	20.0%	30.0%	50.0%
Mountain States	10.0%	40.0%	50.0%

QUESTION 8: Do you think 1958 will be a better year for you in terms of net income from operating?

	Yes	No
NATIONAL	45.8%	51.2%
New England States	16.6%	83.4%
Middle Atlantic States	52.3%	47.7%
West North Central States	39.2%	60.8%
East South Central States	38.8%	61.2%
South Atlantic States	43.8%	56.2%
East North Central States	41.2%	56.8%
Pacific States	33.3%	66.7%
West South Central States	58.3%	41.7%
Mountain States	47.6%	52.4%

What About Next Year?

Some operators say it looks good.

Here's what they say:

***** ***Based on the first seven months of 1957, and the beginning of this fall, how does 1958 look to you? This is the question The Billboard asked of operators to get an idea of how the near future looked to them now. On this and the following page are typical comments of those who thought next year looked as if it might be better than this year, those who didn't think so, and those who felt it would probably be pretty much the same.***

A Topeka, Kan., operator: "More of new equipment and few more better locations." Maurice Hennessev Jr., Masonville, Ia.: "Due to increased farm income in my operating area." Duane Newton, Fertile, Minn.: "All my route will be on 45 r.p.m. operation this fall. I have started some dime play."

Lloyd L. Grice, Jefferson City, Mo.: "I believe it to be better because of the fact that more people will be io entertainment places due to the fact that this is a leveling off period—$$ for new homes, autos, etc., have reached a maximum. The average person will soon tire of TV to an extent and $$ spent for shelter and appliances are waning. People will have more change to spend."

Joho Stamabtos, West Des Moines: "Better because we are expanding." C. E. Sanford, Sanford Amusement, Valentine, Neb.: "We have had good crops in this area." Ralph Reeves, Automatic Sales Company, Inc.: "We are located in rural area—crops and income are much better this fall. This will affect next year's income."

Hobart Stanton, OK Amusement Company, Johnson City, Tenn.: "We have seen an increase in business each year for the last five years. Therefore, we expect more increase this fall. The federal scare has caused games to hit a new low in take. When this wears off everything will be all right again." Calvin A. Colburn, Russellville, Ky.: "We are better organized and have better equipmeot on location."

Francis G. Miller, Miller's, Inc., Irvine, Ky.: "We are converting to 10-cent play, four for a quarter and are enlarging our route—hence our income will be up. We are refusing to buy new equipment for locations on 5-cent play—if they are willing to go to 10-cent, four for a quarter, we will buy. Incidentally, at four for a quarter we are getting between 200 and 400 per cent more quarter play."

J. W. Singleton, Marked Tree, Ark.: "I am going to convert my entire route to 200-play machines and am going to dime play." Roy F. Williams, Lookout Amusement Company, Chattanooga, Tenn.: "This will depend on our continued operation of pinballs, which were out of operation here for about two years and came back in April of this year. We also hope to realize more profit resulting from the installation of newer juke boxes."

R. W Miller, Miller & Mohler Music Company, Pottstown, Pa.: "We are gradually getting better to us." Jack La Hart, Lake Placid, N. Y.: "Goiog to buy fewer new machines. We need a new game small enough to go where pin games used to be—in New York State they are out." A Brooklyn operator: "The trend to 10-cent play and the "200" should be a major factor in picking up collections."

A Catskill, N. Y., operator: "Present equipment will be paid off and I will purchase a minimum amount of additional equipment (used)." George F. Rhodes, Uniontown, Pa. "The law moving in on bingo games cut all coin operation. If the verdict is unfavorable (still pending at date) then the 'fly-by-night' operators will be forced out of business and maybe the legitimate operator will be able to make a profit. I wish 'punks' looking for an easy living would stay out of the business. These are the ones who cut percentage, buy locations, lend money and throw brand-new juke boxes in $50 a month gross spots. These are the bingo and number boys."

Albert Koondef, Empire Automatic Corporatioo, Brooklyn. "My reason is that the players are awara that the juke box and games are expensive and the cost of operating is way up so they are accepting dime play and for that reason we should have better collections. The cost of juke boxes and amusement games this year have risen without regard to the operator, and tha manufacturer should consider the operator when they raise the price, especially games."

Irvin Newman, G. I. Specialty Company, Philadelphia: "Working harder. Hard work must show results." Michael Burka, Burka Amusement Company, Nescopeck, Pa.: "People are more and more pleasure bent, hence every year I've been in business for the last 16 years we have had a gradual Increase."

Ernest Krauter, Newark, N. J.: "More effort should be made to abolish the cabaret tax or have the definition of a cabaret changed so that it should not include dancing to a juke box. If this is done, business would improve more." David Lee, Jamaica, N. Y.: "Because there are more new faces each year business picks up year by year." Frank B. Kaye, Newark, N. J.: "Have been hamstrung by notes, but I'll be able to expand starting January 1, 1958. Get juke box manufacturers to build a dependable box—80-100 selections for $500."

Maurice E. Benware, Benware Vending & Supply Company, Malone, N. Y.: "This section of the country is booming due to the St. Lawrence Seaway and the Plattsburg Air Base and should get better. Dime play is accepted also; 50-cent chutes will help. We think 200-selection machines are not necessary to the business, but we have to go along with competition and progress." Louis L. Costa, Keyport, N. J.: "I have increased number of stops. Would like more manufacturers to make pin games resulting in more selections, easier to change, oot bound to a couple of manufacturers."

John A. Zanot, Rimersburg, Pa.: "New types of games will be manufactured. I'm replacing old phonos with new. Television in taverns no longer a factor. A better understanding between operators, distributors and manufacturers could make this business a better business in the future." Mack B. Johnson, Draper, N. C.: "I hope it is. I will have more machines paid for. 1957 has been slow with me. I would like to buy more but have oowhere to put them."

Ross Gerard, Grafton, W. Va.: "Yes, I think from the standpoint of net income 1958 should be slightly higher with the 20-play jukes and 10-cent play." M. F. Moore, Huntington, W. Va.: "The outlook here—with new expansion and new industries, our local factories with big orders coming in for 1958—looks good. But prices of new juke boxes are so high you have two and three years before you can look for a good net income. Who was the geotleman that said what we need is a good 5-cent cigar? All operators I have talked to agree that what we need is a cheaper juke box. We all could buy more."

Chuck W. Brow, Beyer and Brown, Holly Hill, Fla.: "We have initiated a program to change from 50-50 commission to 60-40. This has been mada possible by the elimination of incompetent competition. We need a new type of amusement game that can be placed in all locations. The size of the new bowling alleys restricts their use in many places." W. E. Vaughan, Al's Amusement Company, Richmond, Va.. "We have less high-priced machines out, and better—tho fewer—locations. We are refusing to operate on loss locations."

James K. Hurtzler, Martinsburg, W. Va. "Because wa will adjust commission so that we will receive proper net income. Compared to one year ago, we are using more amusement games and less bingo." Mac's Machines, Mishawaka, Ind. "Because we are purchasing only 200-selectioo machines and are changing over to 10-cent, 3 for 25 cents and 7 for 50 cents play."

Bert G. Liesch, Milwaukee, Wis.: "I expect 1958 to be slightly better mostly because of ao increased number of locations on dime play and because I'll have a few more machines paid for than I do now. The need for 200-selection machines has not been proven to me—the increase in take over 100-selection is very nominal and not enough to warrant the extra expense."

George Hoffman, Fremont, O.. "The new 14-foot bowlers are going to sell and 10-cent play on music is going to sell." A Cadillac, Mich., operator: "Don't intend to get so deep in debt. Lay off on help, stop buying records. Discontinue service calls, make all 200's 15 cents, 2 for 25 cents, rest all 10 cents—3 for 25 cents instead of 10 cents—4 for 25 cents." E. H. Stockham, Bloomingdale, Mich.: "It has been picking up, have been getting better spots."

Earl E. Wehr, South Bend, Ind.: "Have been expanding the past two years and putting all my profit into expansion. Plan to level off now and concentrate on the locations and arcade I operate." Dan Frantz, Saint Ignace, Mich.: "I have a better cost system." Rudolph Kit, Suburban Music Service, Berwyn, Ill.: "Our contracts on big bowlers (14 foot) will be paid up. Same applies on jukes we bought at closeout prices."

Frank Ware, Dayton, O.. "It is felt bottoms has been reached, and with lower down payments on housing probably money will become more fluid." John Hogan, Lafayette, Ind.: "We are 99 per cent on 10-ceot play now. Last year we had to buy many new machines in order to convert. This year it's almost all behind us."

Frank R. Fabriano, Buchanan, Mich.: "Because operators feel they should make more money, and only stay in stops that makes them money. More so today than ever before. Also locations are starting to realize that the operator must make money to stay in business. Also, we are going 100 per cent in dime in 1958, as we operate 40 miles in all directions."

John R. Bush, Peoria, Ill.: "Have entered in background music field, which has unlimited opportunity to secure new accounts, while the coin-operated phonograph and game fields has very little chance to secure new accounts." Jack Gutshall, Corona, Calif.: "Due to expansion and changing to 10-cent plays (three for 25 cents), also the promotion of EP album music has been a big factor."

William Gesik, Gleneden Beach, Ore.: "Adding to the route all the time new types of games. I just bought the route in January so I have nothing to compare with. But things are looking better every mouth." Charles W. Fitch, Luling, Tex.: "It has to be or there won't be any 1959. For this operator, anyway. If the cost of equipment, juke boxes, records and upkeep is not reduced, the smaller communities will no longer have new or late-model juke boxes. Maybe no music at all."

Heory D. Womble, Huntsville, Tex.: "Will be nearly out of debt due to reduced over-all buying and better regulated expenditures. Keep juke box major changes to two years and keep the prices down on all amusement games." TAC Amusement Company, New Orleans, La.: "Due to the growing acceptance of 10-cent play for juke boxes and due to bright economic prospect in this area, future looks good. Ten-cent plays on juke boxes is much easier to put over since we have begun installing new 200-selection machines this spring."

Foster Music Company, New Bluff, Ark.: "Thru proper evaluatioo of a location and using the type amusement games that are best suited, we have been able to each year increase our revenue. But each year it seems to be harder to receive a good return on investment because of increasing cost." Jesus M. Herrera, Presidia, Tex.: "Highway being built and also factory coming up."

Alvin R. Erickson, Gleodive, Mont.: "With 100 per cent dime play now a fact and because of increased take it is possible to buy more new and better equipment. If we can cut expenses net income will be more. We now have completed two and a half years of conversion to dime play (1—10 cents, 3—25 cents, 7—50 cents). Even locations that own

(Continued on page 100)

New Rock-Ola 50-Selection Juke Shipped to 22 Distribs

CHICAGO—Limited shipments of a new 50-selection juke box were made by Rock-Ola Manufacturing Company last week. Called the Model 1462, the new phonograph was received by a total of 22 distributors thruout the country.

Rock-Ola officials stated the new phonograph replaced the firm's current 50-selection model, but declined comment as to any future plans for introduction of any other new models. Rock-Ola currently has three models in their juke box line 50, 120 and 200-selection units.

At press time, no formalized showings or sales promotion of any type was being conducted by any of the distributors.

Production

Rock-Ola officials stated the firm is going into full production on the new model and will be prepared to make quantity shipments shortly.

The new 50-selection phonograph is similar in appearance to the firm's older model, but has simpler lines.

It retains the traditional Rock-Ola revolving record magazine. Automatic volume control and credit accumulator are standard equipment. A single coin-entry 50-cent chute is optional equipment. Featured in the new model is an improved sound system with two woofers and one tweeter speaker.

Top 10

Also retained are the top-10 title strips at the top-front of the machine. Additional 40 selections are located at the center of the machine, beneath the turntable showcase. Selection is made by single push buttons.

Cabinet is of wood finish in antique white, with chrome trim on sides and bottom. Grill has been simplified to conform to simpler and more modernistic lines.

Weight is 303 pounds uncrated, with dimensions of 30¾ inches wide, 26⅞ inches deep and 55¾ inches high.

At press time, shipments of the new unit had been made to distributors in the following cities: Houston, Milwaukee, Louisville; Jackson, Miss.; Johnson City, Tenn.; Santa Rosa, Calif.; Buchanan, Mich.; Montgomery, Ala.; Bloomington, Ill.; Omaha, New Orleans; Youngstown, O.; Charlotte, N. C.; San Antonio, Atlanta, St. Louis, Miami, Jacksonville, Fla.; Memphis, Nashville, Tenn., Dallas and Portland.

Chi Distribs Hold 1st Service School

9 Op Servicemen Attend First Class; Each Distrib to Hold 1 School Session

CHICAGO—Chicago's first operator service school, jointly run by four of the city's distributors, got under way last week (23) with 20 servicemen from 12 different operating companies attending.

The school's first session was held at Coven Distributing Company on the current line of Wurlitzer juke boxes. Subsequent sessions in following weeks will be held in each of three other distributor showrooms, Seeburg, AMI and Rock-Ola.

Trouble Shooting

The kick-off session was conducted by Coven's service engineer, Leonard Petencin and Wurlitzer factory service engineer, Reid Whipple. It was confined to general servicing aspects of the new phonograph line, with emphasis on field service trouble-shooting tips.

A distributor spokesman stated that the program for the first sessions was on an experimental basis, with the agenda for future sessions to be determined by needs of servicemen attending the schools.

The whole plan for the jointly run service school was set up last week by one operator and four distributors to combat the acute shortage of adequately trained juke box mechanics in the area.

Behind the plan were Earl Kies and his service manager, Norm Dompke of Apex Music, an operating company; Ed Ginsburg and his service manager, Frank Bach, of Atlas Distributing Company (Seeburg); Mike Spagnola, Automatic Phonograph Distributing Company (AMI); Ben Coven, Coven Distributing Company (Wurlitzer), and Al Stern, World Wide Distributors (Rock-Ola).

The group decided on a two-point program by which they hoped to develop the type of electronically trained personnel needed in the industry today.

1. Set up a planned system of recruiting and training a continuous supply of new blood for the phonograph servicing field.

2. Retrain existing personnel to understand the electronic complexities of all current model juke boxes.

Personnel attending the first class were drawn by names submitted by each of the four distributors participating in the plan. Classes are deliberately being kept small to permit individual instruction.

A spokesman for the group

(Continued on page 101)

WINE, WOMEN AND JUKES IN SAUDI ARABIA

GENEVA, Switzerland — The American juke box—already a favorite in strange lands and far-off places—received a tacit nod of approval from the bearded head of King Saud, of Saudi Arabia, last week.

The King, a known lover of wine, women and song, included in his personal baggage a multi-color American juke box following his return home, after a five-week visit here.

A Reuters news dispatch ventured the phonograph might be used in the King's harem. However, no confirmation was received on this point.

Memphis Ops Mull Football P-R Promotion

MEMPHIS, Tenn.—Mayor Edmund Orgill, of Memphis, addressed the Memphis Music Association, organization of phonograph operators, last week (17) in an appeal for them to help the growing athletic future of Memphis State University.

The mayor, speaking to 18 Memphis operators and six from the Mid-South territory at a dinner meeting, told the group of the longe-range plan to bring big-time college football to Memphis.

Mayor Orgill asked the operators

(Continued on page 107)

MOAM Wages Court Fight: Boston Tax

Attack $150 Per Juke Fee for 7-Day Operation

BOSTON—A suit challenging the right of city and State officials to require entertainment licenses for the operation of juke boxes, radios and television sets in Boston was filed last week.

This is the suit sponsored by the Music Operators' Association of Massachusetts, which is attempting to get relief from the $150 fee per year per machine for operation of a juke box on a seven-day basis in the city.

The suit was brought in the name of Mosey Cafe, Inc., a Massachusetts corporation doing business as the Bat & Ball Cafe, Tremont Street, Boston. The petition was placed against the Licensing Board, Mayor John B. Hynes, Attorney General George Fingold and Otis Whitney, Massachusetts commissioner of safety. Whitney has charge of Sunday licenses for the State.

Seek Judgment

It seeks a declaratory judgment with respect to the constitutionality of the State statutes and city ordinances dealing with the licensing of juke boxes, radios and television sets. Radios and television sets in public places came under the ordinance which brought the juke box fees up to the $150 figure.

The suit charges "prior restraint" on the freedom of speech and press guaranteed by the State and Federal constitutions. It asked the Suffolk Superior Court to declare unconstitutional a 1956 State law and a similar city ordinance imposing the licenses and fees.

Judge Vincent Brogna issued an order of notice against those named in the suit to appear and show cause why a preliminary injunction should not be issued enjoining all of these agencies from making any collection or taking any action to penalize pending a determination of the merits of the suit. Tuesday (24) was set for the hearing.

MOAM is anxious for a decision since Sunday license fees must be paid by September 30. Fees once paid to the State or city are not refunded even if the law is changed.

Kansas Ops Elect Slate at Oct. 5-6 Meet

Commissions, 10c Play to Highlight Business Agenda

EMPORIA, Kan.—The annual election of officers along with business sessions devoted to commissions and dime play will highlight a two-day meet of the Kansas Music Association, to be held October 5-6 in Great Bend, Kan.

According to Ivan E. Martin, president, the two-day business sessions will concentrate on "giving and getting" information to operators on actual methods used to switch to dime play and obtain better commissions.

Nickel Dying

Martin pointed out that "the nickel has passed as far as music is concerned. Small income from music boxes must be raised." He indicated it was the aim of the association to help individual operators with their problems in bringing this about.

Host for the event will be Byron Company. Operators were urged to contact him for hotel reservations.

New Conn. Company

HARTFORD, Conn.—A new Connecticut corporation, Magnaman Distributors, Inc., Sharon, has filed a certificate of organization with the secretary of State's office at the State Capitol here, listing subscribed capital, $1,000, officers, Theodore Mix and Alice Mix, and John L. McCormick.

Slifer Leaves Sandy Moore

NEW YORK—Bob Slifer, sales promotion manager of the Sandy Moore Distributing Company, formerly the Young Distributing Company, has resigned from the Wurlitzer outlet.

The 20-year veteran of the coin machine industry has also been sales manager and general manager of Rock-Ola and Seeburg distributors in the New York area.

Slifer will announce his plans at a later date.

LATE SEASON RALLY?

Milwaukee Operators Brave About Series

MILWAUKEE — Music and game operators in the Milwaukee area have been long suffering second cousins to radio broadcasts and telecasts of the Braves' baseball games, but the prospect of a World Series appears to give them every reason to expect business to receive a healthy shot in the arm.

Local operators, while no less avid fans of the Milwaukee home team than the rest of the city, have nevertheless had collections crippled all summer long. Feverish enthusiasm, with fans glued to radio and TV sets, has left juke boxes and games in idle corners of darkness.

And there hasn't been too much that could be done.

Relief in Sight

Now, however, operators are hopeful that the World Series can serve as a kick off to getting them out of their summer doldrums. There are several reasons for their thinking.

First, the series will be played during the day. Many people who normally don't enter a tavern, will be watching TV sets and listening to radiocasts over a glass of their favorite Milwaukee product.

And operators generally feel once there, they're apt to stay. After the baseball game is over—the prospect of juke box and amusement game play is bound to develop.

Adding to their feelings is the prospective swelling of the city's population with sporting enthusiasts. Conservative estimates see at least 100,000 people entering the city for the three-game set scheduled.

And operators feel after the game, the people will have to go somewhere—and do something.

Can't Hurt

A representative comment was made by Doug Opitz, of the sizeable Kendou, Inc., operating company, who pointed out the Series "can't hurt. What's more, it should bring a number of people into town that will be spending some time in restaurants and taverns. Luckily, the Series games will be played in the daytime when the locations normally aren't very busy. If they were night

(Continued on page 98)

United Appoints 7 New Juke Distribs

CHICAGO—Seven new distributor appointments along with near readiness of a 15,000-square-foot plant expansion were announced by United Music Corporation last week.

Three new U. S. firms along with four in the overseas market were named, bringing the firms total to 17. Along with previous appointments (The Billboard, June 3) the firm now has nine outlets in the United States and eight overseas.

Newly named were: Central Coin Machine Exchange, Columbus; Advance Automatic Sales, San Francisco, and Irving Morris, Inc., Newark.

Overseas

Named in the overseas market were: American Television Corporation, [illegible] Italy; [illegible] Vienna, A[illegible] Antomat [illegible] Sweden, and [illegible] London, England.

Jack Mitnick, head of United Music Corporation, [illegible] was well m[illegible] product [illegible] their phonograph [illegible] that the p[illegible] of 17,000 square [illegible] which would be [illegible] would enable the firm [illegible]

Culp With Wurlitzer

LOS ANGELES—D[illegible] phonograph [illegible], was listed as AMI [illegible] Oklahoma in last week's [illegible]

C[illegible] is the [illegible] utor for Oklahoma.

EASIEST, FASTEST...

Your busy service man gets in and out of this one fast. And no knuckle-busting. The wrap-around hood swings up. *All* the way up. Locks in place. The mech glides out. Revolves. Servicing is faster and, at chair height—easier.

The H-200 has the fewest parts—by far. One solenoid does the work of hundreds of separate magnets. There's less to go wrong.

Parts are unitized. Pull 'em out—replace 'em on location.

Operators always knew the AMI was easiest, fastest to service—by far. They've known its always *needed* less service, too. This one's even better.

AMI *Incorporated* / *1500 Union Avenue, S. E., Grand Rapids 2, Michigan; Chicago; Zurich*

Oldest
ONE-STOP
record service
ALL LABELS •
• ALL SPEEDS
45 RPM 78 RPM
55¢ 60¢
EP'S
80¢
LP'S $2.47 $2.09 $3.69
• Free title strip service
• No extra charges
• C.O.D. or check & postage with order
THE MUSICAL SALES COMPANY
140 W. 1ST ROYAL AVE.
BALTIMORE, MD.

Cost-Income Ratio Cutting Juke Sales

Basic Changes at Operating Level Cue Silver Lining for Sales Dip Cloud

• Continued from page 1

export sales, by far the biggest reason appears to be in domestic sales.

In addition to the fact that operators who retrench are causing much of the current sales dip, there are other important reasons, too. They include: The fact that operating income for the year to date is down for a substantial number of operators, that some distributors have apparently oversold new equipment in their areas, thus glutting the market, and most importantly the fact that some operators who are making adjustments in commissions to put them on a more profitable footing, switching to dime play, and or trying new programming ideas and promotion are doing so at a slower pace than anyone—including operators themselves—realized would be necessary.

Facts documenting current operator equipment buying and trade practices, as well as information on their current planning, appear in the Market Report section in this issue. It reveals that many operating companies cut their buying of both new and used juke boxes during the first seven months this year; that most operators said they did not plan to buy more juke boxes this fall than last, and that a surprisingly large number of operators surveyed—nearly 47 per cent—report their total collections from juke boxes down in the majority of cases, from 10 to 25 per cent.

At the same time, roughly one operator in three (30 per cent) reported juke box collections up for the first seven months, indicating that a good percentage of operators were having success in putting commissions on a more equitable footing (usually 60 per cent to the operator, 40 per cent to the location and or front money arrangement), switching to dime—and in some cases 15-cent (for EP's)—play, weeding out strips which are unprofitable to service and maintain.

But a sizable group, 38.3 per cent, said they bought fewer new juke boxes this year than last for the first seven months, 40 per cent said they bought about the same number, and just slightly more than two out of 10 said they bought more. Used juke box sales followed roughly the same pattern.

Two out of three operators bought more new 200-selection juke boxes than any other type new juke box.

About one-third of the operators polled felt that collections this fall will be higher than last, primarily for reasons they spell out in their reports. For much the same reasons, a healthy 45.8 per cent of those polled felt that income next year will top 1957.

Reasons operators gave for feeling optimistic about the future largely fell into three categories:

1. Because of expansion.
2. Because of adjustments in prices and or commissions.
3. Cost-trimming procedures the. Cost-trimming procedures thru more efficient methods of operation.

At the same time, some operators were less pessimistic largely because they feel gross income remains at a steady level while costs continue to rise.

Here are some representative comments (see elsewhere in this section for other operator views) from both sides:

Expansion: A Pennsylvania operator: "We think next year's net will be better due to the fact that we are expanding and enjoying a more diversified operation." A Maryland operator: "More pieces on location, better stops, continued growth spell a better future for our operation." A California operator: "We have enlarged our route and we are moving to larger quarters."

Commissions and dime play: A New Jersey operator: "Mime 15-cent EP play is the reason for more net income. Dime on music machines is the only direction to profit as I see it." An Arizona operator: "Dime music play is boosting income. Record play has helped, too. Better lit operators here." A New York operator: "Rising costs and no offset payoffs by changing of unprofitable locations and by a more equitable division of receipts. Operators must strive for a 60-40 commission split and or front money on games as well as on juke boxes."

Cost-trimming and more efficient operation: An Indiana operator: "(1) More dime play, (2) route rearranged so each location gets equipment they have, (3) marginal locations dropped, (4) more front money on new locations." An Ohio operator: "We'll have a slight increase in the future because of more careful buying, reduction in operating expenses and an evaluation of each location on a profit and loss basis. All of these things should mean a better net profit."

On the negative side, three operators feel 1959 won't be any better in terms of net income for reasons stated.

A New York operator: "Gross income remains the same while cost of equipment, labor expenses, liens and bonuses go up." A Pennsylvania operator: "The number of profitable locations are limited plus higher taxes and operating expenses." A New Jersey operator: "Operating competition is keeping costs are higher equipment is too expensive." A California operator: "Higher cost of equipment higher operating costs lower or same gross, many bars going out of business more competition for existing locations." A Massachusetts operator: "Operating costs are rising, new locations are limited, location commissions remain the same."

ADVERTISERS
know exactly what
THE BILLBOARD
delivers because The Billboard is a member of the Audit Bureau of Circulations.

SEEBURG OWNERS Model B thru VL-200

50c EXTRA PLAY BONUS MEANS LARGER COLLECTIONS!

THE ROYAL 50c UNIT AVAILABLE WITH NATIONAL REJECTOR And IMPROVED COIN SEPARATOR.

Tested—Thousands In Use!

Not a Kit—Install on location in minutes. No Wiring, Soldering, Drilling.

Now only $49.50

ROYAL MFG. CO.
1360 Howard St. San Francisco 3, Calif.
Please send Royal 50c Unit for Seeburg model ____
Name ____
Address ____
City ____ Zone ____ State ____

Simplicity

The Key to Profitable Operation

Built Into the New

United Phonograph

Write for full details today!

UNITED MUSIC CORPORATION
2400 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP

ENTRANCES THE CUSTOMERS...

...ENHANCES YOUR EARNINGS

because of its greater showmanship

No automatic phonograph ever combined the smart styling, the gorgeous subdued illumination and the true high fidelity sound that distinguishes the 200-selection Wurlitzer 2100. An exciting example of Wurlitzer leadership.

With the added attraction of 50-cent play, the Wurlitzer 2100 has compiled a remarkable reputation for out-earning any phonograph it replaces—in many instances by 100%.

Increase Your Earnings With the
5250 WALLBOX . . .
HALF DOLLAR PLAY
from any place in the location

SEE YOUR WURLITZER DISTRIBUTOR

THE 200-SELECTION *Wurlitzer 2100*

THE WURLITZER COMPANY • • NORTH TONAWANDA, N. Y.
ESTABLISHED 1856

What's It Worth

You'll Be Amazed!

Pick Up the Phone NOW

. . . TODAY for the Trade Deal of a Lifetime

ROCK-OLA Manufacturing Corp. 800 N. Kedzie Ave., Chicago 51

ROCK-OLA Distributors

EAST

Boston	ASSOCIATED AMUSEMENTS, INC.
Massachusetts	8 Kingston Street State Lee 7-4010
Elizabeth	BIGHAM DISTRIBUTORS, INC.
New Jersey	1200 Newark Avenue J. 3-6170
Philadelphia	BOSTIC MUSIC COMPANY
Pennsylvania	1423 Fairmount Avenue Street
	PHILADELPHIA 30
Scranton	SCOTT MUSIC COMPANY
Pennsylvania	614 W. Lackawanna Ave.
	SC 4-0301
Pittsburgh	D. S. LAZAR COMPANY
Pennsylvania	4625 Fifth Avenue Street 1-7010
Rochester	PLANET CITY AMUSEMENTS CO., INC.
New York	875 Main Street East
	Rochester 6, 4610

WEST

Los Angeles	PAUL S. SAFNER, INC.
California	1411 S. West Pico Boulevard
	Parkwood 8-7251
Santa Ana	COIN MACHINE SERVICE, INC.
California	421 Main Street Liberty 2-4135
Portland	WESTERN DISTRIBUTORS
Oregon	1115 Southeast 14th Avenue
	Sunset 3-7355
Seattle	PUGET SOUND NOVELTY CO., INC.
Washington	114 Elliott Ave. West Mariner 8010
Tacoma	PAUL W. SAMPSON
Arizona	329 East 7th Street Main 3-6403
Salt Lake City	MAKSIK-PEAT COMPANY, INC.
Utah	146 East Second South Street
	Dela 2-7373
Reno	D. S. BRANCH
Nevada	325 East First Street 3175
Denver	MODERN DISTRIBUTING COMPANY
Colorado	1444 Lincoln Street Brand 4-6834
Albuquerque	SUPREME SUPPLIES NOVELTY CO.
New Mexico	2918 4th Street, N. W. 8 1026

CENTRAL

Chicago	WORLD WIDE DISTRIBUTORS INC.
Illinois	2535 N. Western Avenue
	Longworth 3-7300
Milwaukee	BADGER NOVELTY COMPANY, INC.
Wisconsin	2440 N. 30th Street Gallup 7-3030
Indianapolis	CALVERTON DISTRIBUTING CO., INC.
Indiana	1127 N. Illinois Avenue
	Melrose 4-3400
St. Louis	J. DONNELLY COMPANY
Missouri	4701 Washington Blvd.
	Tower 1-6130
Omaha	J. F. HERMAN & SALES CO., INC.
Nebraska	1204 Douglas Street Atlantic 1121
St. Paul	MIDWESTERN SCENIC SUPPLY CO.
Minnesota	301 Northrup Ave. Dayton 1-1031
Kansas City	APEX COIN DISTRIBUTING COMPANY
Missouri	3411 Main St. Jefferson 1-1795
Dallas	HALLMARK DISTRIBUTORS INC.
Texas	1111 Cedar Avenue
	Riverside 7-6700
Shreveport	DILBERT MUSIC COMPANY
Texas	1001 Texas Street Street 1-4000
Detroit	DETCAM MUSIC COMPANY
Michigan	1 Gratiot Avenue
	Woodward 1-4700
Bay City	PARKING AMUSEMENT COMPANY
Michigan	108 Liberty Ave. Broden 3-5139
Cleveland	LEE COIN AMUSEMENT CO. INC.
Ohio	1535 Prospect Ave. Henderson 2-7537
Cincinnati	ROYAL DISTRIBUTORS, INC.
Ohio	1116 Harrison Ave. Sherman 1-5000
Youngstown	J. M. DAVIDSON COMPANY
Ohio	1655 Youngstown Avenue
	Riverside or 1-8216

SOUTH

Tampa	AUTOPHONIC MUSIC COMPANY
Florida	1114 W. Kennedy Dr. Lafayette 4-4176
Dallas	MAJORS DISTRIBUTING COMPANY
Texas	2009 Main Street Taylor 4-7543
San Antonio	PAN AMERICAN SALES CO. INC.
Texas	222 S. Alamo St. Charles 11-8213
Houston	AMUSEMENT DISTRIBUTORS, INC.
Texas	1010 W. Lockwood Charles 11-2347
Memphis	B. & M. DISTRIBUTING CO., INC.
Tennessee	1010 Union Ave. Broadway 1-1138
Jackson	EASTERN MUSIC DISTRIBUTING CO.
Mississippi	125 S. Gallatin 2-1427
New Orleans	DIXIE DISTRIBUTING COMPANY
Louisiana	3000 Tulane Highway Forest 8-7101
Montgomery	FINANCE DISTRIBUTING CO., INC.
Alabama	24 N. Perry St. Ashwood 3-6403
Knoxville	SANDERS DISTRIBUTING COMPANY
Tennessee	811 Fourth Ave. S. Ma in 3-4178
Louisville	D. D. DAVIDSON DISTRIBUTING CO.
Kentucky	2011 E. Broadway Jackson 7-1348
Johnson City	COIN AUTOMATIC MUSIC CO.
Tennessee	241 W. Mo n St. 945
Charlotte	LAFAYETTE DISTRIBUTING CO.
North Carolina	2010 E. Boulevard Edison 7-0437
Atlanta	JOHNSTON DISTRIBUTING CO.
Georgia	320 Edgewood Ave. S. E.
	Jackson 4-1270
Miami	DALE DISTRIBUTING COMPANY
Florida	3401 N. W. 36th St.
	Reynolds 5-1700
Jacksonville	DALE DISTRIBUTING COMPANY
Florida	50 Riverside Ave. Cypress 4-1554

CANADIAN

St. John's	WILLIAM POWER AGENCIES
Nfld.	30 Water Street Phone 2430
Montreal	LAMPERTS NOVELTY COMPANY
Quebec	340 Beaubien Street
	Phone: Fleurent 1881
Toronto	CROYDON COMPANY, PORT LTD.
Ontario	230 Yonge Street
	Phone: Waverly 1-8188
Winnipeg	A. PETERSON COMPANY
Man.	243 Bannatyne Street Phone 58 1888
Edmonton	BAR QUEEN ENTERPRISES
Alberta	10179 101st Street Phone 70-1118
Vancouver	[illegible] MUSIC COMPANY
B. C.	1021 Commercial Drive
	Phone: Glenmore 3-0148
Victoria	NEW DAWN [illegible]
Canada	1106 W. Fort Street Phone: 38-4161

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS Equipment and prices listed below were taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range: mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" on "distressed" equipment.

(For 10-week period ending with issue of September 23, 1957)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model A ('46) 40 sel., 78 RPM	$135.00	$75.00	$99.50
Model B ('48) 40 sel., 78 RPM	179.00	125.00	149.50
Model [illegible]-40	199.[illegible]0	85.00	125.00
Model [illegible] ('50) 40 sel., [illegible] RPM	195.00	[illegible]00.00	150.00
Model D-[illegible] ('51) 40 sel., 78 RPM	32[illegible].00	149.50	295.00
Model E-40 ('53) 40 sel., [illegible] RPM	4[illegible].00	225.00	345.00
Model E-80 ('53) 80 sel., 45 RPM	445.00	295.00	350.00
Model [illegible]-120 ('53) 120 sel., 45 RPM	56[illegible].00	35.00	395.00
Model F-[illegible]0 ('54) 80 sel., 45 RPM	585.[illegible]0	475.[illegible]0	545.00
Model F-120 ('54) 120 sel., 45 RPM	69[illegible].00	395.00	595.00
ROCK-OLA			
[illegible] Comet	$495.00	$475.00	$495.00
1428 ('48) 20 sel., [illegible] RPM	[illegible]	49.5[illegible]	9[illegible].00
1434 ('50-51) 50 sel., [illegible] RPM	3[illegible]0.00	149.5[illegible]	[illegible]25.00
[illegible] Fireball	[illegible]	[illegible]	[illegible]
[illegible] ('53) 1[illegible] sel., [illegible] RPM	[illegible].00	[illegible]	[illegible].00
14[illegible]8 [illegible] 1[illegible] sel., 45 RPM	46[illegible]	395.00	4[illegible]5.00
1446 Hi Fi 12[illegible] sel., 45 RPM	[illegible].00	6[illegible]5.00	69[illegible].00
SEEBURG			
HM [illegible]-Hideaway (9/49)	$[illegible]	$189.[illegible]	$2[illegible]5.00
M100A (9/49) 100 sel., 78 RPM	[illegible]5.00	169.50	[illegible]75.00
[illegible]-R ('50) 1[illegible] sel., [illegible] RPM	[illegible]0	340.00	4[illegible]5.00
M-100C ('52) 1[illegible] sel., [illegible] RPM	[illegible]	[illegible]	4[illegible].00
HF-[illegible] ('53) 100 sel., 45 RPM	[illegible]	[illegible]	595.00
HF [illegible]R	[illegible]0	615.00	69[illegible].00
[illegible]-W ('5[illegible])	[illegible]	57[illegible].00	575.00
WURLITZER			
[illegible] ('46) 24 sel., 78 RPM	$[illegible]	$39.50	$65.00
1100 ('4[illegible]) 24 sel., 78 RPM	75.[illegible]0	50.00	60.00
1250 ('50) 48 sel., 45-78 RPM	[illegible]29.50	95.00	129.00
[illegible] 48 sel., [illegible]78 RPM	195.[illegible]0	175.00	195.00
[illegible] 1[illegible]4 sel., 4[illegible] RPM Mix	399.[illegible]0	25[illegible].00	295.00
1[illegible]00 [illegible] 104 sel., [illegible] RPM	69[illegible].[illegible]0	425.00	545.00
[illegible] W	[illegible]95.[illegible]0	175.00	59[illegible].00

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
[illegible] City ('5[illegible])	$[illegible].[illegible]0	$35.00	$65.00
[illegible]ty (1/55)	29[illegible].[illegible]0	150.00	200.00
[illegible] Club [illegible]	[illegible].[illegible]0	2[illegible].00	3[illegible].00
B[illegible]	160.00	49.50	85.00
Big Time ('5[illegible])	200.00	94.00	140.00
B[illegible] ('5[illegible])	3[illegible].00	155.00	275.00
[illegible]and (9/52)	95.00	24.50	50.00
[illegible] (9/51)	80.[illegible]0	49.00	75.00
[illegible]	135.00	40.[illegible]	90.00
[illegible]	90.00	45.00	75.00
[illegible] ('55)	90.[illegible]0	99.00	145.00
[illegible]	22[illegible].00	25.[illegible]	70.00
[illegible] ('54)	265.00	45.00	[illegible]5.00
[illegible] (9/51)	21[illegible].00	104.00	145.00
[illegible] ('5[illegible])	400.00	195.[illegible]	335.00
[illegible]h ('52)	105.00	35.00	65.00
[illegible] Springs (11/52)	90.00	29.50	65.00
[illegible] ('5[illegible])	8[illegible].00	25.00	49.50
[illegible] ('54)	[illegible]5.00	50.[illegible]	65.00
[illegible] ('54)	125.00	39.50	95.00
[illegible] (6/53)	6[illegible].00	44.00	60.00
CHICAGO COIN			
[illegible] Ball Champ [illegible]	$195.00	$125.00	$175.00
EVANS			
[illegible]	$145.00	$105.00	$105.00
GOTTLIEB			
[illegible]	$165.00	$100.00	$150.00
[illegible]	65.00	45.00	65.00
[illegible] (1949)	[illegible].00	50.00	50.00
[illegible] ('5[illegible])	65.00	[illegible]5.00	65.00
Crossroads ('52)	$60.00	$55.00	$60.00
Cyclone (4/51)	75.00	[illegible]0.00	64.50
Daisy Mae (7/54)	1[illegible]5.00	1[illegible].[illegible]0	150.00
Derby Day (4/56)	240.00	215.00	240.00
Diamond Lill (12/54)	199.50	139.00	175.00
Dragonette (6/54)	225.00	125.00	1[illegible]5.00
Duette Deluxe (4/5[illegible])	250.00	22[illegible].00	245.00
Flying High (2/53)	65.00	65.00	65.00
Four Belles (10/54)	150.00	1[illegible]0.00	150.00
Four Stars (6/5[illegible])	65.00	[illegible]0.00	50.00
Frontiersman (11/55)	245.00	194.00	210.00
Gold Star (8/54)	200.00	1[illegible]0.00	150.00
Grand Slam (4/53)	110.00	75.00	110.00
Guys & Dolls (5/53)	75.00	60.00	75.00
Gypsy Queen (2/5[illegible])	210.00	165.00	185.00
Happy Days ('52)	65.00	45.00	60.00
Harbor Lites (2/56)	210.00	175.00	210.00
Hit n' Run ('52)	65.[illegible]0	60.00	60.00
Jockey Club (4/54)	165.00	100.00	134.50
Joker (11/50)	[illegible]0.00	50.00	50.00
Just 21 (1/5[illegible])	60.00	60.00	60.00
Marathon (10/55)	325.00	265.00	295.00
Lady Luck (9/54)	190.00	134.50	155.00
Lovely Lucy (2/54)	175.00	114.50	130.00
Minstrel Man (2/[illegible])	45.00	45.00	45.00
Mystic Marvel (3/54)	130.00	1[illegible]5.[illegible]0	130.00
Niagara (12/51)	[illegible]	[illegible].00	50.00
Poker Face ('53)	85.00	85.00	8[illegible].00
Quarette (12/52)	110.00	[illegible]9.50	110.00
Queen of Hearts (12/52)	110.00	[illegible].00	99.00
Quinette (3/53)	80.00	45.[illegible]0	80.00
Rockettes (8/[illegible])	50.00	[illegible]0.00	50.00
Rose Bowl ('51)	[illegible].00	[illegible]0.00	50.00
Round Up (11/48)	60.00	60.00	60.00
Score-Board (3/56)	275.00	225.00	225.00
Sharpshooter ('49)	60.00	6[illegible].00	60.00
Shindig (9/53)	110.00	65.00	110.00
Skill Pool (8/52)	65.00	40.00	65.00
Southern Belle (6/55)	245.00	1[illegible].00	2[illegible].00
Stage Coach (11/54)	195.00	165.00	175.00
Toreador (6/56)	275.00	275.00	275.00
Tournament (8/55)	275.00	245.00	27[illegible].00
Triplets (7/50)	65.00	65.00	65.00
Twin Bill (1/55)	225.00	125.00	185.00
Wild West (8/51)	335.00	295.00	[illegible]15.00
Wishing Well (9/55)	245.00	165.00	[illegible].00
UNITED			
Caravan (1/56)	$375.00	$325.00	$375.00
Circus (8/52)	85.00	45.00	50.00
Havana (2/54)	60.00	30.00	45.00
Hawaii (6/54)	45.00	35.00	40.00
Leader (10/51)	95.00	35.00	50.00
Manhattan (4/55)	345.00	110.00	249.50
Mexico (3/54)	60.00	35.00	35.00
Nevada (8/54)	195.00	70.00	135.00
Pixie (9/5[illegible])	175.00	95.00	125.00
Rio (11/53)	175.00	75.00	105.00
Singapore (10/54)	195.00	65.00	110.00
Starlet (11/[illegible])	175.00	104.00	165.00
Tahiti (8/[illegible])	175.00	50.00	90.00
Triple Play (8/55)	125.00	75.00	95.00
Tropicana ([illegible]/55)	295.00	100.00	185.00
Tropics (7/55)	175.00	35.00	69.50
Zingo (10/51)	65.00	6[illegible].[illegible]0	6[illegible].00
WILLIAMS			
Army & Navy (10/5[illegible])	$60.00	$50.00	$60.00
Big Ben (9/54)	115.00	90.00	115.00
C. O. D. (9/53)	75.00	75.00	75.00
Colors (11/54)	135.00	125.00	125.00
Dealer '21' (2/54)	125.00	65.00	110.00
Deluxe Baseball	185.00	125.00	145.00
Disk Jockey (11/52)	60.00	60.00	60.00
Four Corners (11/52)	70.00	65.00	65.00
Fairway (6/53)	60.00	45.00	60.00
Grand Champion (8/53)	135.00	115.00	125.00
Gun Club (11/5[illegible])	95.00	30.00	65.00
Hayburner (6/51)	75.00	35.00	50.00
Jolly Joker (10/55)	150.00	95.00	95.00
Lazy Q (2/54)	125.00	59.50	99.50
Nine Sisters ([illegible]/54)	95.00	95.[illegible]0	95.00
Palisade (7/5[illegible])	55.00	5[illegible].00	55.00
Peter Pan (4/[illegible])	150.00	140.00	150.00
Pinky-5 Ball (9/50)	60.00	60.00	60.00
Quarterback (10/49)	215.00	85.00	85.00
Race the Clock (1/[illegible])	185.00	140.00	150.00
Regatta (10/55)	1[illegible]0.00	145.[illegible]	150.00
Screamo (4/54)	65.00	45.00	45.00
Silver Skates (2/[illegible]3)	70.00	70.00	7[illegible].00
Singapore (10/54)	250.00	125.00	195.00
Sky Way (9/54)	125.00	65.00	85.00
Spitfire (2/[illegible]5)	110.00	75.00	90.00
Struggle Buggie (12/53)	125.00	119.50	125.00
Twenty Grand (12/52)	5[illegible].00	50.00	50.00
Times Square (4/53)	65.00	40.00	60.00
Thunderbird (5/54)	125.00	90.00	125.00
Wonderland (5/55)	145.00	140.00	140.00

SHUFFLE GAMES

	High	Low	Mean Avg.
Ace Bowler (CC) (9/50)	$295.00	$95.00	$195.00
A[illegible]ance Bowler (CC) (5/53)	199.50	95.00	100.00
Ba[illegible]ncr (U) (8/[illegible]4)	325.00	155.00	1[illegible].00
B[illegible]n (K) (6/54)	195.00	125.00	[illegible]5[illegible].00
Bonus Bowler (K) ([illegible]/54)	190.00	75.00	125.00
B[illegible] Score Bowler ([illegible]) ([illegible])	395.00	275.00	345.00
Bowlette (G) ([illegible])	40.00	40.00	40.[illegible]0
Capitol (U) (8/5[illegible])	350.00	225.00	295.00
Carnival (K) ([illegible]/53)	125.00	45.00	85.[illegible]0
Cascade (U) ([illegible])	175.00	50.00	75.00
Chief ([illegible]) (11/53)	250.00	65.00	140.00
Club (K) (4/5[illegible])	75.00	50.[illegible]0	65.00
Comet Targette (U) (11/54)	150.00	150.00	[illegible]
Criss-Cross (CC) (11/53)	110.00	75.00	9[illegible].[illegible]0
Criss-Cross Targette Deluxe (CC) (1[illegible]/5[illegible])	275.00	125.00	1[illegible].[illegible]0
Criss-Cross Targette Regular (CC) ([illegible]1/5[illegible])	235.00	99.50	1[illegible].[illegible]0
Crown (CC) (4/53)	65.00	50.00	6[illegible].[illegible]
Domino (K) (5/53)	50.00	95.00	[illegible]
Feature (CC) (7/54)	275.00	125.00	1[illegible]5.[illegible]0
Fifth Inning Deluxe (U) (6/5[illegible])	395.00	225.00	2[illegible].[illegible]0
5 Player (U) (11/5[illegible])	40.00	40.00	40.[illegible]0
Fireball (CC) (11/54)	150.00	115.00	15[illegible]
Flash (CC) (9/[illegible]4)	335.00	195.[illegible]	[illegible]
8 Player (Ge) (9/5[illegible])	8[illegible].00	[illegible]0.[illegible]0	[illegible].[illegible]0
Gold Cup (CC) (7/[illegible])	75.00	155.00	1[illegible]
Gold Medal (8/[illegible]3/55)	425.00	275.00	3[illegible]
Hi Speed Triple Score (CC) (8/53)	195.00	65.00	95.[illegible]0
Hollywood (CC) (5/55)	495.00	225.00	32[illegible]
Imperial (U) (9/53)	215.00	60.00	135.[illegible]0
King (CC)	65.00	200.00	120.[illegible]0
League Bowler (U) (1/54)	115.00	75.00	[illegible]
Lightning (U) (2/55)	295.00	225.00	2[illegible].00
Mercury (U) (12/54)	175.00	150.00	1[illegible].[illegible]0
Mystic Bowler (B) ([illegible]2/54)	355.00	325.00	3[illegible]5.00
Name Bowler (CC) ([illegible]/54)	75.00	40.00	6[illegible].00
Pacemaker (K) (9/53)	149.50	50.00	8[illegible].00
Shuffle Pool (Ge) ([illegible]/53)	195.00	[illegible]0.00	[illegible].[illegible]0
Six Player (CC)	50.00	45.00	45.00
Speedy (U) (8/54)	325.00	150.00	16[illegible]
Starlite (CC) (5/54)	295.00	145.00	1[illegible].00
Super Frame (CC) (5/54)	115.00	75.00	[illegible]15.00
Targette (U)	135.00	125.00	125.[illegible]0
Team Bowler (U) (1/54)	115.00	75.00	[illegible]5.[illegible]0
Team Bowler (K) (10/52)	75.00	49.50	5[illegible].00
Tenth Frame (K)	75.00	35.00	[illegible]
Tenth Frame Bowler (CC)	95.00	40.00	6[illegible]
Thunderbolt (CC)	395.00	265.00	2[illegible]5.[illegible]0
Triple Score Bowler (CC) (6/53)	195.00	50.00	8[illegible].00
Triple Strike Bowler (CC)	425.00	225.00	295.[illegible]0
Vinus Bowler ([illegible])	385.00	225.00	[illegible]

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l Mutoscope; R—Rosvers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Watling

	High	Low	Mean Avg.
ABT Challenger (5/46)	$30.00	$25.00	$2[illegible]
Air Raider (K) ('48)	225.00	125.00	2[illegible]
Atomic Bombers (M)	125.00	125.00	2[illegible]
Auto Photo (AP)	1795.00	1795.00	1[illegible]95.[illegible]0
Balloonamat (Capitol P) (1/55)	295.00	29[illegible]	[illegible]
Basketball (G)	225.00	1[illegible]0.[illegible]0	225.00
Basketball (CC)	195.00	155.00	195.[illegible]
Basketball Champ (CC)	195.00	195.[illegible]	195.[illegible]
Bat-A-Score (Ev) (8/48)	145.00	7[illegible].[illegible]0	[illegible]
Big Inning (B) ('47)	129.00	65.00	8[illegible]
Big Top (G) (6/54)	395.00	315.[illegible]0	3[illegible]
Card Vendor (Ex)	50.00	45.00	[illegible]
Carnival Gun (U) (10/54)	350.00	19[illegible]	[illegible]25.[illegible]
Champion Baseball (G)	245.00	[illegible]75.00	[illegible]
Champion Hockey ('46)	[illegible]25.00	125.0[illegible]	[illegible]
Coon Hunt ([illegible]) (2/54)	12[illegible].00	10[illegible].00	1[illegible]
Dale Gun (Ex)	85.00	24.50	65.[illegible]
Defender (B) ('40)	150.00	[illegible].00	[illegible]0
Derby, 4 Player (CC) (3/52)	195.00	95.[illegible]0	[illegible]3[illegible]
Drivemobile (M) (7/54)	165.00	95.00	16[illegible].[illegible]0
Flying Saucer (M) (6/[illegible]0)	125.00	12[illegible].00	1[illegible]
Football (M)	275.00	2[illegible].00	2[illegible]
Goalee (CC) (1/46)	95.00	95.00	9[illegible].[illegible]0
Harvard Metal Typer	125.00	125.00	125.[illegible]
Heavy Hitter (B)	[illegible]0.[illegible]0	[illegible]5.00	[illegible]
Hi-Ball (Ex) (2/38)	95.00	[illegible]5.00	[illegible].[illegible]0
Hockey (CC)	75.00	75.00	[illegible]0

(Continued on page [illegible])

• Continued from page 91

	High	Low	Mean Avg.
Home Run, 6 Player (CC) (3/54)	$2[illegible]00	$175 00	$195 00
Jet Fighter (W) (10/54)	485 00	185 00	185 00
Jet Gun (Ex) (12/51)	110.00	110 00	110 00
Jungle Gun (U) (7/54)	185 [illegible]	135 00	150 00
Kicker & Catchers	25.00	18 00	20 00
Lite League (W) (2/54)	75 00	75 00	75 00
Lord's Prayer (M) (6/56)	395 [illegible]	395.00	395 00
Lovemeter (Ex)	25 00	25 00	2[illegible] 00
Midget Movies (CC)	12[illegible]	[illegible]00	125 00
Panoram (Mills)	32[illegible] 00	32[illegible]	32[illegible] 00
Pennant Baseball (W)	175 00	125 00	150 0[illegible]
Photomatic (M) (1/50)	3[illegible]	29[illegible]	3[illegible]
Pistol (CC) (1/49)	50 00	[illegible]	[illegible]
Pistol Pete (CC)	99 5[illegible]	4[illegible]	7[illegible]
Pitch'm & Bat'm (S)	17[illegible]	[illegible]	17[illegible]
Pop Up	25 [illegible]	14[illegible]	2[illegible]
Quarterbacks (G) (9/55)	3[illegible]00	20[illegible]	32[illegible]
Rifle Gallery (G) (6/54)	1[illegible]5	95 [illegible]	[illegible]
Round the World Trainer (CC) (10/53)	42[illegible] 00	3[illegible]00	42[illegible] 00
Royal Mustang Horse	375 [illegible]	[illegible]	375 00
Safari (W) (2/54)	367[illegible]	22[illegible]	313 [illegible]
Shoe Brush Up	95 0[illegible]	9[illegible]	95 [illegible]
Shoot the Bear (S)	15[illegible]	12[illegible]	12[illegible]
Shooting Gallery (Ex) (6/54)	175 00	17[illegible]0	17[illegible]00
Sidewalk Engineer (W) (5/55)	$150 00	$125 00	$150 00
Silver Bullets (Ex) (11/49)	125.00	125 00	125 00
Silver Gloves (M)	195 00	16[illegible] 00	195 00
Six Shooter (Ex)	125.00	50 00	95.00
Sky Fighter (M) (9/53)	135.00	110 00	135 00
Sky Gunner (G) (9/53)	135.00	125 00	125 00
Sky Gunner (CC)	150 00	9[illegible] 00	12[illegible] 00
Sky Rocket (G) (5/55)	260 00	21[illegible]	275 00
Space Gun (Ex)	125 00	8[illegible] 00	95 00
Sportland (Ex) (1[illegible])	275 00	12[illegible] 00	199.5[illegible]
Sportsman (K) (11/54)	175 00	155 0[illegible]	115 00
Standard Metal Typer F S	325 00	199 0[illegible]	2[illegible]
Star Series (W) (4/49)	89 50	79 5[illegible]	89 50
Submarine (K) (1/42)	125 00	12[illegible] 00	12[illegible].00
Super Home Run (CC) (3/54)	250 00	12[illegible]	[illegible]00
Super Jet (CC) (4/53)	295 00	224 [illegible]	2[illegible]00
Telequiz (T) (11/49)	95 [illegible]	5[illegible]	90 00
Treasure Cove (Ex) (6/[illegible])	29[illegible]	225 00	295 [illegible]
Undersea Raider (2/46)	125 00	115 0[illegible]	12[illegible] 00
World Series (W) (4/51)	99 [illegible]	5[illegible]	95 00
Zingo (U) (1/51)	65.00	16[illegible] 00	6[illegible] 00

VENDING MACHINES

	High	Low	Mean Avg.
Acorn 5c or 1c	$ 10 00	$ 9[illegible]	$ 10 00
Columbus 1c Bulk	$ 8 50	$ 5[illegible]	$ [illegible]
Du Grenier [illegible] Col.	[illegible]	4[illegible]	[illegible]
Du Grenier Tab Gum (6 Col.)	[illegible]	14[illegible]	[illegible]
Electro (8 Col.)	[illegible]	40[illegible]	[illegible]
Master 1c & [illegible] Bulk	[illegible]	6[illegible]	[illegible]
Mills Candy (5 Col.)	[illegible]	5[illegible]	[illegible]
Mills Tab Gum (6 Col.)	[illegible]	1[illegible]95	[illegible]
National M-9A (9 Col.)	[illegible]	9[illegible]	[illegible]
National 930	[illegible]	8[illegible]	[illegible]
National 9[illegible]	[illegible]	9[illegible]	[illegible]
Northwestern [illegible]9, 1[illegible]	[illegible]	[illegible]	[illegible]
Northwestern 3[illegible] Ball Gum	[illegible]	4[illegible]	[illegible]
Northwestern 4[illegible]	[illegible]	12[illegible]	[illegible]
Northwestern De[illegible]e 1c & [illegible]	[illegible]	[illegible]	[illegible]
P X (8 Col.)	[illegible]	[illegible]	[illegible]
P X (10 Col.)	[illegible]	[illegible]	[illegible]
Rowe Candy (8 Col.)	6[illegible]	[illegible]	[illegible]
Rowe Crusader	[illegible]	8[illegible]	[illegible]
Silver King 1c	8[illegible]	[illegible]	[illegible]
Silver King 5c	9[illegible]	[illegible]	[illegible]
Stoner Candy (6 Col.)	[illegible]	8[illegible]	[illegible]
Stoner Candy (8 Col.)	[illegible]	1[illegible]0	[illegible]
Uneeda Model E (8 Col.)	[illegible]	7[illegible]	[illegible]

Coinmen You Know

Little Rock, Ark.

By ELTON WHISENHUNT

Manuel Caras, partner in M & H Music Company, Pine Bluff, was telling fellow operators that he is now "100 per cent on dime play." . . . Don Mahfouz, 21, son of E. J. Mahfouz owner of Mahfouz Music Company, Stuttgart, returned home recently after Navy service. His father will turn operation of his music and game route over to Don and will spend his time at a store he owns at DeWitt.

Fred Swan, owner of Swan Amusement Company, Forrest City, recently made a vacation trip to Paris, Tenn., where he spent a week fishing on the Tennessee River . . . Loyd Barber, Barber Novelty Company, Forrest City made a trip to Memphis and was seen picking up some new games at Game Sales Company . . . Mrs. Delores Bokker, Bokker Music Company, Forrest City, is driving a new Dodge . . . Pete Adams, Adams Music Company, Forrest City, also owns the Pure Oil distributorship there as diversification He was busy last week working at another new service station he owns.

Bill Poland, Poland Amusement Company, Forrest City, is replacing his bingo pin games with shuffle boards because of the $250 stamp. . . . Louis Jack Berger, owner of Berger Amusement Company West Memphis, Ark., recently opened a Mexican restaurant named "Pancho's." He reports he is happy with it and has a full house every night.

J. W. Singleton, Singleton Music Company, Marked Tree, was seen with a new 200-selection juke box in his truck. He says he is in the process of converting his entire route to 200's . . . Hot Springs operators who reported outstanding business this summer because of the big upsurge in tourists included. Phil Marks, Phil Marks Amusement Company; W. E. Lewis, Lewis Novelty Company; Duane Faull, Faull Amusement Company; Wilbur Green, Spa Amusement Company, and J. Earl Gill, Gill Amusement Company.

Operators from the Arkansas territory in Little Rock recently shopping for equipment and supplies included: Dean Hosey, Hosey Amusement Company, Nashville; Tex Diekens, Arkansas Music Company, Magnolia; Joe Colten, Louisville Novelty Company, Louisville; Guy Jones, Pine Bluff Music Company; H. H. Hays, Jefferson Music Company, Pine Bluff; Charles Wilcox, Baker Music Company, Pine Bluff; M. L. Armstrong, Armstrong Amusement Company, Brinkley, and Earl Holtzlander, M & H Music Company, Pine Bluff.

Also in town were Ernest Vathis, Twin City Amusement Company, Texarkana; R. G. Jennings, Jennings Coin Machine Company, Hot Springs; Van Eddinger, Van Eddinger Music Company, Hot Springs; C. O. Temple, Hope Novelty Company, Hope; Bill Smead, Camden Novelty Company, Camden; H. C. Taylor, Warren Music Company, Warren; H. L. Hopkins, Hopkins Music Company, Fordyce; Olin Jackson, Jackson Music Company, Brinkley; L. O. Wallick, Wallick Music Company, Monticello; A. G. Williams, Williams Music Company, Monticello; Eddy Boyce, Boyce Amusement Company, Bald Knob; W. S. Kennedy, Kennedy Music Company, England; Charles Gist, Gist Music Company, Helena, and Gurt James, James Music Company, Thornton.

Memphis

Parker Henderson, general manager of Southern Amusement Company, and his wife returned last week from a vacation in Florida. They flew, with Parker doing the piloting in his own plane. They reported having had a fine time . . . Drew Canale, owner of Canale Amusement Company, reports his son of several weeks is growing every day. . . . Edward H. Newell, owner of Ornatt Amusement Company, was seen on the route last week making changes for fall.

George Sammons, president of Sammons-Pennington Company, returned last week from a swing thru Arkansas calling on music and game operators. He reports business on the upswing with operators doing better now than ever before in Arkansas.

Clarence A. Camp, president of Southern Amusement Company, reports the fishing good on Horseshoe Lake, Ark. Even when you don't catch fish, you enjoy the sunshine and the outdoors, he says. . . . Charles Kahn, in addition to working with his father, Jake, in Tri-State Amusement Company, also operates a restaurant, the Oasis, where he successfully programs EP's as well as singles.

Allen Dixon, general manager of S & M Sales Company, returned last week from an out-of-town business trip for the company. . . . Jack Canipe Jr., vice-president of the newly formed Wurlitzer distributorship, traveling the Midsouth territory calling on music operators, reports favorable response.

A number of Midsouth operators have been to Memphis recently shopping for equipment and supplies. They included Jourd White, Jourd White Sales Company, Paris, Tenn., Luther White, L & B Vending Company, Henderson, Tenn.; Al Bushy, Oxford (Miss.) Music Company; Mahon Jones, Jones Music Company, Holly Springs, Miss.; Charles Cole, Melody Music Company, Paragould, Ark.; Sam Torjusen, B & T Music Company, Blytheville, Ark.

Also: Fred Swan, Swan Amusement Company, Forrest City, Ark.; Floyd Williams, Williams Music Company, Stuttgart, Ark.; Edward Wilcox, Baker Music Company, Pine Bluff, Ark.; D. C. Johnson, Johnson Amusement Company, Corinth, Miss.; Grady Wallace, Wallace Amusement Company, Columbus, Miss.

John Tirey, Fairway Amusement Company, Columbus, Miss.; Gus Taylor, Taco Music Company, Oxford, Miss., James Howard, Dixie Amusement Company, New Madrid; Charles Keene, Keene Amusement Company, Union City, Tenn.; Bill Uttz, Dixie Novelty Company, Covington, Tenn., Robert Smith, Smith Bros.' Amusement Company, Dyersburg, Tenn.; John Dowdy, Ole Miss Music Company, Pontotoc, Miss.; Lee Treft, Delta Music Company, Cleveland, Miss.

Also in town were Lexie Howard, Crystal Amusement Company, Grenada; Warner Williams, Columbus, Tobacco & Candy Company, Houston, Miss.; Wayne Day, Day Amusement Company, Blytheville, Ark.

Guy Jones, Pine Bluff (Ark.) Music Company, Earl Holtzlander, M & H Music Company, Pine Bluff, Nathan Wheeless, Service Amusement Company, Jonesboro, Ark., Lloyd Barber, Barber Novelty Company, Forrest City, Ark., Red Bokker, Bokker Amusement Company, Forrest City; Elgie Foster, Foster Music Company, Bolivar, Tenn., Roy B. Morris Morris Music Company, Somerville, Tenn., and John Stafford, F & W Sales Company, Bernie, Mo.

Miami

By RAOUL SHAPIRO

Morris Marder, M&M Service, presented himself with a bright red Corvette. His wife, Mary, drives a snow white El Dorado. . . . Eddie Leopold and Bob Townsend, Town Amusement Company, have about completed a deal with Willie Levey, Mello Music Company, wherein Mello Music Company will purchase the entire game and music route of Town Amusement Company. Leopold will have an interest in Mello Music Company, but Townsend will drop out of the coin machine business entirely.

With everyone complaining about the drop in business, Harry Silverman, Ace Music Company, is complaining about the drop in fishing. Harry only caught two barracuda on his weekly trip to the Gulf Stream. . . . Steve Brookmire, Mercury Records distributor in Florida, excited about the birth of his third child.

With the heavy rains in the South Florida area, Ronny Shapiro, routeman for Broward Music Company, claims he just about needs a swamp buggy to reach some of his backwood location. . . . Betty Biggio, gal Friday at Broward Music, claims they have had wonderful success with EP's at 15 cents per play . . . Budisco Record Sales, Miami One Stop, is practically working round the clock. . . . Marvin Leiber, Pan American Distributing Company, has taken a well-deserved vacation in Mexico. Of course, his lovely wife, Gherri, is with him, too.

George Burger, serviceman for Advance Music Company, found out that a collector's job is not so easy. With Bob Weller, regular routeman for Advance off for a few days' rest, George took over the collecting, and had some trouble. Now Bob is back collecting and George back servicing.

Tho receiving trailer loads of a new coin bowler, Ted Bush, Bush Distributing Company, says the games are still not coming in fast enough to satisfy operators' demands. The bottleneck is the balls which are slow on delivery. Ted says the bigger balls and lower pins have made the game one of the most popular in years.

Harry Zimand, Ace Music Company, busy with the complete Fun Land he is setting up on upper Biscayne Boulevard. Harry says the site is opposite the future Interama, and is in the fastest growing area in South Florida.

Budisco Record Sales, Florida's largest One Stop, in another expansion program. With walls coming down, plasters and painters all over the place, it was hard to do business. This is the fourth expansion in three years . . . Bob Townsend, Town Amusement Company, says as soon as the sale of his company is completed, he will go back to his first love, accounting.

Ed Hancock, shopman for Bush Distributing Company, back in the hospital, severely ill. . . . Dave Engel, business manager of the AMOA, still dieting. . . . Jimmie Bonnie, co-manager of the AVOA, says he enjoys food too much to bother about diets.

Manny Brookmire, Brooke Distributors, proudly showed his future building at a[illegible] house. Manny has furnished the building in a modern [illegible] and says he can now offer [illegible] and faster service than ever before. . . . Henry Stone, True Tone Distributors, moving to new quarters. Henry's new offices and warehouse are now in an area that has fast become record row.

Morris Marder, M&M Service, says collections are way down on part of his route, but are no worse than they were at this time in previous years.

Detroit

By HAL REVES

George Wilson, of Wilson Vending Company, one of the city's leading bulk venders, is making plans well in advance to attend the National Automatic Merchandising Association convention at Philadelphia, where he expects to pick up some important new ideas for his operation . . . Fred Chlopan executive secretary of the Detroit Shuffleboard Association, [illegible] in St Joseph, Mich., for the [illegible] Toppers' convention, then [illegible] Philadelphia for another [illegible].

Thomas Mutter, manager of the record department at Music Systems, was in Toledo for a couple of days visiting the affiliated unit there. Cl[illegible] Kajeski, his assistant, has returned to his post after a vacation spent putting in a lawn and fixing up his home.

Louis Fisher, veteran head of Fisher Music Company, [illegible] staying right on the job [illegible] mer, looking forward to a [illegible] of [illegible] winter's South[illegible] tion . . . Edward L. Carlson, [illegible] son Music, newly elected [illegible] of United Music Operators [illegible] Michigan, has left for a [illegible] vacation in the Miami a[illegible].

Mrs. James Jeffrey, whose husband heads the long-established Jeff's Music, juke box operators, is on the sick list. . . . Louis Garza, who is with the Port of Detroit, is entering the juke box business, establishing a small route with headquarters on the West Side, under the name of Universal Music Company.

Tom Mauk and John Carter [illegible] re[illegible] the firm of De[illegible] V[illegible] with headquarters [illegible] down[illegible] of L[illegible] . . . Headquarters of the [illegible] Company, juke box [illegible] Dix Road in the [illegible] town of South[illegible] Town[illegible] was [illegible] Plans for [illegible] been learned.

VENDING MACHINES

News in Brief

JENNINGS & COMPANY
GETS NEW DIVISION . .

Bottle-vender division of F. L. Jacobs Company acquired by Jennings & Company, manufacturer of coin-operated outdoor milk venders. Venders formerly made by Mills Industries included in transaction. Louis F. Urban, president of Jennings, says parts inventory, drawings, manufacturing and patent rights on venders were part of acquisition. F. L. Jacobs Company manufactured machines for Pepsi-Cola, among others.

NORTHWESTERN CORP. INTROS
SWEET 16 CANDY VENDER

New candy vending machine being manufactured by the Northwestern Corporation. Named the "Sweet 16," has 400-bar capacity and 16 drop shelves. Price remains $475. Operates on nickel, dime and 15 cents. Eight columns are 4½ inches deep, other eight 6⅞ inches deep, former taking 20 bars each, latter 30 each. Optional quarter unit available vending at 5, 10, 15, 25, 30, 35 and 40 cents. Costs $20 extra, as does another mechanism vending items from a nickel to 19 cents.

AD CAMPAIGN LAUNCHED BY
BLUMENTHAL BROTHERS . .

Big advertising campaign begun by Blumenthal Bros. Chocolate Company. Will concentrate on use of television and color cards on sides of public transportation vehicles. TV advertising to be limited to larger metropolitan areas, but color cards will go on more than 5,000 vehicles in 30 Eastern markets. Goobers and Raisinets are the two products Blumenthal is concentrating on.

MULTI-PRODUCT FOOD VENDERS
IN CHICAGO APARTMENTS . .

Two apartment buildings on Lake Shore Drive in Chicago have multi-product food venders. Vari-Vend Sales, Inc., has contracts for 15 more. Gross sales for each machine are said to be over $150 per week. Jobbers, who lease or buy the machines direct, maintain the venders.

AMCO AND 11 FOREIGN MFRS.
MAKE MUTUAL HELP COMPACT . .

Technical assistance agreements between American Can Company and major can manufacturers in 11 countries have been reached. Exchange of personnel as well as data are provided for. New methods in portion-pack food-vending cans may be developed thru the exchange.

140 MARKET AREAS HIT IN
CURTISS AD CAMPAIGN . . .

Curtiss Candy Company has initiated an advertising campaign in 140 important market areas, according to W. C. Jakes, president. Is phased in outdoor and newspaper approach, with former stressing Baby Ruth and Butterfinger, latter concentrating on company's boxed candies. The two candy bars will also be highlighted in October Halloween program.

CHARLES N. BAKER NEW
VICE-PRESIDENT OF PEPSI-COLA . . .

New vice-president of Pepsi-Cola Company in charge of national accounts and sirup sales is Charles N. Baker. Marketing, merchandising and sales problems in several distribution areas will be covered by him. Baker has had 15 years' experience in the soft drink field.

WICO CORP. ANNOUNCES
NINE DISTRIBUTORS . .

Wico Corporation has announced nine exclusive distributors in the United States and Canada for three of its machines—Wico Hot Canned Food Machine Model 168, Wico Automatic [illegible] Dispenser No. 12, and Wico Automatic Spoon and [illegible] Dispenser, Model 41. Canadian distributors are Carlton [illegible] Vendors, Ltd., Toronto, and Trans-Canada Distributing Company, Ltd., Montreal. In the United States, distributor for Alabama, Georgia and Mississippi is H. & A. Vending Service Company, Birmingham; for Michigan, Hirsch Vending Sales & Service, Detroit; for Minnesota, Iowa, Missouri, Oklahoma, Kansas and Nebraska, Coffee Time of America, Omaha, Neb., for Wisconsin, Illinois, Indiana, Morris L. Wiczer, Chicago; for North and South Carolina, William H. Richardson, Columbia, S. C.; for Ohio, West Virginia, Kentucky, C. & A. Distributing Company, Cleveland, and for New England States, Ned W[illegible], Cambridge, Mass.

BERT MILLS INTROS TWO
NEW COFFEE VENDERS

Bert Mills Corporation will introduce new self-brew Coffee Bar De Luxe 500, at a showing October 1[illegible]-16 at the Adelphia Hotel, Philadelphia. Unit has 500-cup capacity and uses either powdered or fresh cream. Ten cups are brewed at a time from regular grind coffee and a reservoir keeps brewed coffee from falling below 10-cup mark. Price is under $900. Bert Mills also introducing instant coffee machine with 500-cup capacity and powdered concentrate. Refrigeration possible for liquid soups and chocolate. Price is under $700. Both machines about six feet high, two feet wide and two feet deep. Standard finish of green with gold striping.

PENN. COURT TO INVESTIGATE
[illegible] CARTON DISPUTE . . .

Pennsylvania secretary of internal affairs ordered by court to [illegible] why it allowed Bureau of Weights and Measures to [illegible] Harmony Dairy use of one-third quart containers in its [illegible] venders. On January 2 Harmony submitted request for [illegible] containers on grounds of refusal of vending machine companies to [illegible] half-pint containers because of meager 2-cent profit. Harmony claims 3½ cents is minimum feasible working [illegible] percent. Bureau of Weights and Measures turned down [illegible] larger container. Show of cause is scheduled for [illegible].

Continued on page 94

American Tobacco Hits FTC On Promotion Allowances

WASHINGTON — American Tobacco Company has challenged the constitutionality of the Clayton (Robinson-Patman) Act, and the authority of the Federal Trade Commission to administer it, in answering the FTC charges of discrimination in promotional allowances.

More specifically, American answered the charge that it had paid favored cigarette vending machine operators eight dollars per machine in 1955 to promote its Herbert Tareyton brand by saying it was a "required" practice. It was the only way to get its wares vended in the automatic machines, was the claim.

American said it made the payments to get its brand of cigarettes in "at least one column" of the machines.

Due to the limited number of dispensing columns in the vending machines, "and in the light of competitive practices," the New York firm claims the payments were "necessarily required" to get "adequate representation" of its products in the vending area.

American wants the complaint dismissed on the grounds that the Robinson-Patman wording itself is "vague" and is unconstitutional when construed to make the challenged practices unlawful "without regard to whether their effect may be substantially to lessen competition or tend to create a monopoly." American says the law provides for an "improper delegation of legislative power by Congress to administrative officials."

FTC had accused the firm of discriminating in making trade allowances to some but not all of its customers, and of unequal treatment among the customers receiving allowances. The Robinson-Patman Act requires that these allowances be made available to all competing customers, and on proportionally equal terms.

EYE CATCHER

Charm Poster Cards Boost Bulk Sales

PHOENIX, Ariz.—Insertion of merchandise poster cards within the globes of bulk-nickel charm venders has proved a marked selling asset, operators report here.

New feature charms are attached to an eight-by-six piece of white cardboard, at the top of which is printed that the charms displayed on the card are typical of those in the globe. The card is inserted into the globe, against the glass, where it is immediately visible. From six to a dozen separate charms are displayed.

At least a dozen operators in the Phoenix-Tucson area are using the cards, and all report that volume has been considerably increased.

"People simply will not try to see thru the plastic balls in which the charms are enclosed," one operator theorized. "With the card display, however, they can see each item out in the open, and they are always much more interested."

Bulk Display Boosts School Supply Sales

DENVER — Bulk venders in the Miller supermarket helped sell school supplies.

Hoping that penny venders might serve as an inducement to buy the supplies, the management flanked the school-supply display with six of them. Peanuts, confections, and jelly beans were principally used.

The machines were placed in eye-catching positions alongside the huge annual back-to-school display and immediately drew the attention of the youngsters.

The store points to record sales of school supplies over a two-week period as proof that their plan worked.

July Cig Taxes Jump 68% in Wyo.

CHEYENNE, Wyo. — Raising the cigarette tax from 2 to 3 cents resulted in a 68 per cent jump in revenue during July, reports J. B. Griffith, director of the cigarette law.

Revenue during June was $67,959, while that for July was $118,102.

However, said Griffith, July sales were much higher than normal. This was because cigarette retailers were advised to run cigarette stocks down as low as possible during June. The policy was encouraged in order to make the transition from the 2 to the 3-cent tax as smooth as possible.

BULK OP SUCCESS

Two-Year Report: Black Light Pays

BELLWOOD, Ill.—Bulk vending machines using black lighting and iridescent paint in combination vend two to three times more than those without it.

This is the conclusion of Ray Thompson, who has kept careful tabs the past two and a half years on seven of his bulk venders using black lighting in locations on Chicago's West Side.

In the fall of 1955, when Thompson first began using black lighting, he detailed his ideas and methods to The Billboard, and a series of articles were written about black lighting and what led Thompson up to it. Here is a rundown on his progress and methods since that time.

Using standard all - aluminum venders for basic units, Thompson custom-made all his machines himself. He set three squared glass globes side by side on an oblong stand made out of wood. The black light is a 15 watt fluorescent tube which is mounted behind a quarter-inch plate of dark violet glass.

The lighting unit he mounted directly on the top of the vender, and it shines down at about a 70 degree angle. The effect is that of an awning projecting over the machine. After making a few test models, Thompson hit upon a lighting unit that could be mounted stably on the vender, at the same time permitting easy servicing of the machine.

Special Paint

The stand and metal parts of the machine are painted with special iridescent paint, several types of which are available now in many colors. Since the black light is not by itself visible, the vender appears to glow of its own.

Best locations for the machines have proved to be de luxe bars, reports Thompson. Setting the machines away from the bar, where they are displayed to full advantage, he finds the most effective.

The three globes on the machines vend a variety of quality nuts, all at a nickel. Pistachios, almonds, pecans, and a mixture are used.

Thompson says that the success of the venders in bars was a happy coincidence, since the iridescent paint will fade in well - lighted locations.

He reports there is no problem of maintenance. Tho a flat paint

(Continued on page 94)

Try New Marlboro In Indianapolis

INDIANAPOLIS — Testing ground of the new Twin Ten's Marlboro cigarettes, a product of Philip Morris, Inc., will be here.

Twin Ten's are made up of two separate flip-top boxes with 10 cigarettes in each. The twin containers will be held together by a common wrapping of cellophane.

CHARM DISPUTE

Reader Says Distribs Have Helped Him

In last week's issue, three letters to the editor were published about the direct sales dispute between manufacturer and distributor in bulk vending. Here is a letter from an operator on the subject.

To the Editor:

The August 12 issue was read with great interest. As a bulk vending machine operator, I've bought direct from manufacturer and also thru a distributor. Frankly, since I've been dealing with my distributor, I've never had it so good! Ironically enough, it was a large New York charm manufacturer who literally drove me to buying thru a distributor. The last order of any size that I placed with

(Continued on page 97)

Patent on L&M Filter Granted

CHICAGO—A patent has been granted the Liggett & Myers Tobacco Company on the cigarette filter that was first used in L&M cigarettes in 1953 and is now used in Oasis as well.

The president of L&M, B. F. Few, reports his firm would issue licenses for the filter to other cigarette companies.

CHARMS—Hilarious Cigarette Lighter—It Works!
Will vend with 1½ ball gum. Body designs Chrome, Gold & Black. Perfect one dozen for a box. $2.00 per doz. $17.00 per gross. Full cash with order. We pay postage. Immediate delivery guaranteed.
EVCO MERCHANDISERS
297 Cortland Ave. San Francisco, Calif.
Lean "Mt.Hat" Silver, Ben. Mar.

HAVE YOUR OWN
COPPER MINE!!
In Every Restaurant Location You Go Into
The BRAND NEW and MADAM X In Fortune-Telling Napkin Holders Have the GREATEST Location Possibilities of ANY Coin Machine Ever Made.
Reports from Operators indicate the earnings are TERRIFIC. Re-orders are coming in regularly—which is Proof of Satisfaction
Here is a COPPER MINE for Operators—and a DREAM COME TRUE for Distributors!
This is a "Natural" for Charitable Organizations.
"Blue Sky" Operators NOT wanted!
Write for Free information regarding our "plan."
F. E. Erickson Co., Inc.
P.O. BOX 3666 North Sacramento, Calif.

AZTEC
DIAMOND RING!!!
Catch the eyes of the kids and the admiration of the adults.
Send 35¢ for SAMPLE KIT OF CHARMS
. . . it's really going over!
• Brilliant Rhinestone Solitaire
• Gold Vacuum Plated
• Three Different Sizes
$15.00 per M
$13.50 per M for 3M or more
SURE-LOCK, the perfect capsule. Outstanding items. Send $2.00 and receive 100 high quality filled capsules. Contains our complete line.
The PENNY KING Company
2538 Minos Street, Pittsburgh 3, Penn.
World's Largest Selection of Mirror Charms
NATIONAL SALES HEADQUARTERS FOR ATLAS-MASTER MACHINES

get smooth dependable electric operation with
THE KEENEY "22"
Deluxe Electric
CIGARETTE VENDER
It's the Vender with the "FORWARD LOOK" that gets and holds choice locations!
★ HOLDS 539 PACKS Front Column 264, Rear Column 275
★ 22 SELECTIONS Pack and matches delivered quickly and smoothly.
★ OUTSIDE COLUMNS VEND FLAT BOXES AT OPTION OF OPERATOR.
★ MEETS ALL PRICING REQUIREMENTS Three price selections: 21c, 30c and 35c. Four Price Mechanism at operator's request.
★ AMPLE MATCH CAPACITY Adequate Storage for Cigarettes.
★ A VARIETY OF COLORS and FINISHES.
★ If you're eyeing the vending machine business with a desire for greater profits, start right now with Keeney's new deluxe electric Cigarette Vender. It is styled to get and hold choice locations, is brilliantly lighted and offers 22 selections of all nationally advertised cigarette packs, also flat boxes. Its smooth electrical operation and complete accessibility for easy servicing are beyond comparison.
Dealer to Service . . . All Parts Totally Accessible . . . Terms Much More!
FOR FULL DETAILS WRITE J. H. KEENEY & COMPANY, INC.
2600 W. 50th Street • Chicago 32, Illinois
COMPLETE LINE OF VENDERS
COFFEE • CHOCOLATE • SNACK • SOUP • MILK • COLD DRINK

News in Brief

• Continued from page 93

GARDNER MANUFACTURING CO. FORMS MARKETING AGENCY . . .

Gardner Distributors, Long Island City, N. Y., is newly formed marketing agency for parent Gardner Manufacturing Company, Horicon, Wis. Murray Ingber, former head of Gardner's sales agency, is in charge of new agency. John Gardner, president of manufacturing company, said a national network of franchised distributors is being formed.

HEINZ-MILLS BREACH OF CONTRACT SUIT PENDING . . .

Still stalemated is H. J. Heinz Company-Mills Industries cross-suit claiming mutual breach of contract. Initial action was taken by F. L. Jacobs Company, parent firm of Mills Industries, manufacturer of the six-selection hot caramelized vendor leased to operators by Heinz. Jacobs-Mills sued Heinz for $1,750,000, and had counter-suit for $750,000 brought by Heinz. August 28 saw first pre-trial hearing. Second scheduled for December 2.

PEPSI EFFECTS NEW PLAN WITH OVERSEAS DIVISION . . .

Effecting its policy of total decentralization, Pepsi-Cola International will establish six divisional offices on five continents. Each division is to have complete autonomy of operation. Move was prompted by expansion of operations outside the United States. International network has 102 franchised and company-owned bottling plants. Net sales for Pepsi-Cola have increased from $40 million to almost $110 million in the last eight years.

THREE COMPANIES REPORT SIX-MONTH SALES TOTALS . . .

Increase of almost $3 million over the corresponding six-month period of 1956 was reported by Hershey Chocolate Corporation. Sales of $73,325,973 in 1957 compare to $70,374,337 last year. Increase attributed to greater sales volume and cheaper raw materials . . . First six-month net income of William Wrigley Jr. Company down from 1956 even the net sales went up. Net income of $5,854,549 in 1957 compares to $5,758,385 for the same period last year. . . . Six-month net income for American Chicle up. In 1956 it was $2,294,855, while this year shows $3,849,294.

(Continued on page 97)

2-Year Report

• Continued from page 93

and easily smudged, Thompson says that wiping the machines with a damp cloth each time they are serviced is sufficient to keep them in good appearance. He hasn't had to repaint any of them since they were put on location.

Production Problem

When asked why he thought more operators haven't tried black lighting, Thompson replied that the difficulties in making a stand are probably the biggest deterrent. It is an oblong box with enough area to give the glowing colors a striking appearance, which he feels ordinary three - globe vender stands couldn't do. Most operators don't have wood-working shops or facilities at their disposal on the one hand, and the cost of having a small number of stands made would be prohibitive, he thought. Black lighting is not well enough known, he said, for an operator to be willing to invest in enough stands to save on per-unit costs.

A series of other enterprises the past years have kept Thompson from developing his route. But now he will devote much of his time to bulk vending. He has his eyes peeled for likely black-lighting locations. He feels he can't afford not to, the way his machines have been emptying.

GIVE to conquer CANCER
AMERICAN CANCER SOCIETY

PLAY BALL!
Victor's New Football Game
GUM VENDOR
Exciting action, then dispenses gum.
$19.75
Holds 12 lbs. of 218 Ball Gum.
Time Payments Available.
OCTOBER Special!
Fresh Crop SPANISH PEANUTS 30 lb. bulk 26c lb.
BERNARD K. BITTERMAN
4709 S. 27 St. Kansas City 27, Mo.

VICTOR'S PLAY BALLS
BASKETBALL and the New FOOTBALL
Holds 12 lbs. of 218 Ball Gum.
$19.75 ea.
Net profit $15.30 from each filling.
Ball Gum 30c lb.
140-170-218 size Freight prepaid 200 lbs. or over
New York's Exclusive Victor Distributor
Member National Vending Machine Distributors, Inc.
PIONEER VENDING SERVICE
Sol Rubenstein
270 Albany Ave. Brooklyn 1, N. Y.
Phone: Ma 4-1440

They're TERRIFIC !!!

JOBBERS WANTED
With qualified sales organizations to handle LOW PRICED LINE OF CIGARETTE VENDORS $ SIZES
With or without nickel or quarter changers.
None finer quality; none lower in cost
Also candy, cookies, peanuts, mints and perfume.
OVR 25th YEAR!
SHIPMAN MFG. CO.
LOS ANGELES 23, CALIF.

amco®
SINCE 1950
COMB VENDOR
People are always losing combs! You sell them over-once at 10¢ a week—selling yourself a neat profit.
This sturdy unit has a maximum that's trouble free. It's easy to service. A supreme hook on the comb box helps protect your earnings.
write for
NEW 1957 CATALOG
AND NAME OF NEAREST DISTRIBUTOR
HARMON
BOX 147, WICHITA, KAN.
DESIGNERS AND MANUFACTURERS OF QUALITY VENDING MACHINES

EPPY • EPPY • EPPY • EPPY
PRICE REDUCED
•
PROFITS ASSURED
•
METAL MASTERPIECES
Assortment of
SCISSORS, JACKNIVES, PLIERS & NUTCRACKERS
NOW—$7.00 per 1000
In 8 M lots & up
F.O.B. JAMAICA, N. Y.
USE 400 in a Machine.
Try 12 Machines, with 400 to a Machine.
Enjoy Prosperity.
SAMUEL EPPY & CO., INC.
91-15 146th Place
Jamaica 35, N. Y.
EPPY • EPPY • EPPY • EPPY

GIVE TO DAMON RUNYON CANCER FUND

AT BIG SAVINGS

Ball and VENDING GUMS
LOW Factory Prices

BUBBLE • CHICLE
CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & ... ct — 27¢ lb
... Ball Gum 120 ct — 35¢ lb
... Vend Ball Gum — ... lb
... Vend Chicks 320 ct — 40¢ lb
... Chicks, 320 & 120 ct — 36¢ lb
... Comms, 320 & 120 ct — 27¢ lb
... short ... 100 ct — 38¢ bxs
... Gum ... packs — $1.90

F.O.B. Factory 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
... & Mt. Pleasant • Newark 4, N. J.

PUZZLEROOS
Real Ball-Rolling
PUZZLE-GAMES
$15.00 per thousand assorted
at your distributor or . . .
Karl Guggenheim INC.
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

COIN MARKET PLACE
CLASSIFIED ADVERTISING
The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph no display. First line set in regular 5 pt caps.
RATE 20¢ a word—Minimum $4.00
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
Set in larger type (up to 18 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATES $1.00 a line—$14.00 per inch
CASH WITH ORDER
Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST. CINCINNATI 22

Parts, Supplies & Services

... 15 MAG. ON KIDDIE RIDES ... BA Enterprises, 2 Wanaque ... Lakes, N. J.

Positions Wanted

... MAN DESIRES WORK IN COIN ... sales or service. Eight years' ... experience with bingos, music and ... Will relocate for secure position ... Box M-208, c/o The Billboard, Cincinnati 22, O.

Used Coin-Operated Equipment

FOR SALE—9 STONER PENNY GUM ... absolutely like new; one to ... They cost us $39.50 each; ... Scioto Novelty, Inc., 1900 ... mouth, O. Ph El 3-4179.

... AN OFFER—4 GAMES, INC., ... Hunter, 4 10-Col. Electro Cigarette ... 4 ...Col. Nationals, Model 930 & ... coin chute, 1 Buckley nom... "Track Odds"; 1 Jennings ... operated "Joker." Scioto Novelty, ... Eighth St., Portsmouth, Ohio. oc30

ROWE DIPLOMAT CIGARETTE MACHINES, 30¢ vend, all king columns, $75 each. U-Select-It 5¢ Candy Machine, 74-bar capacity, $35. In lots of 5, ... 1 deposit, balance C.O.D. Texas Associated Enterprises, P. O. Box 1068, Amarillo, Texas. se30

SHIPMAN DUPLEX STAMP MACHINES, $10; Triplex, $29.50 each, like new. Folders direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. oc7

Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted. 40's, Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Rahe, 609C Spring Garden St., Philadelphia 23, Pa. ch-tfn

CASH! HIGHEST CASH PAID FOR C.C. Bunkers, Bull's-Eye, United Games, Williams Guns and Baseballs. Allied Coin Machine, 786 Milwaukee, Chicago 22, Ill. Or call CA 6-0293. de2

LATEX MACHINES, ADVANCE 21 F's. New or used, in good working condition. Will buy small established routes in area Asheville, N. C., to Augusta, Ga. Box M 206, c/o The Billboard, Cincinnati 22, O. se30

METAL TYPERS AND BALLY KIDDIE Rides. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. oc14

USED VENDING MACHINES WANTED—We will pay top prices for your used Victor Toppers, Baby Grands, Acorn or Northwestern Gum and Capsule Machines. Write or call Graff Vending Supply Co., 2817 W. Davis St., Dallas 2, Tex. np

USE THIS HANDY FORM TODAY

Forms close Wednesday for the following week's issue
Please use pencil when filling in this form

1. ... your ad in this form
2. Check classification you want your ad to appear under
☐ Business Opportunities
☐ Help Wanted
☐ Parts, Supplies & Services
☐ Positions Wanted
☐ Routes For Sale
☐ Used Coin-Operated Equipment
☐ Wanted To Buy

3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
☐ Regular ☐ Display

4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:
☐ Next 6 issues ☐ Next 4 issues ☐ Next 3 issues ☐ Next issue only

$______ Payment enclosed

Name ______
Address ______
City ______ Zone ___ State ______

Supplies in Brief

Tobacco Production Lag

The 1957 flue-cured tobacco crop of 935 million pounds is 34 per cent below last year, when crop was third largest on record, according to Agriculture estimates as of September 1. Burley production of 488 million pounds is a drop of 4 per cent below last year. The carryover partly offsets the drop in production, but 1957-'58 total supply estimated at 3,446 million pounds is 6 per cent lower than record level of 1956-'57, Agriculture reports.

Cigarette Output Climb

Introduction of new brands and changes in established brands have boosted cigarette output for the first seven months of this year 6 per cent ahead of the same period in 1956, Agriculture says. Cigar output is up .7 per cent, but manufacture of smoking and chewing tobacco and snuff were all down about 4 per cent.

Cigarette Manufacture

Cigarettes manufactured in June totaled 37,498,549,650, an increase of .47 per cent over the previous month, according to Treasury Department. For the six-month period ending June 30, 1957, production ran 4.55 per cent ahead of the previous comparable period.

More Peanuts Used

Peanuts used in making candy, salted peanuts, peanut butter and miscellaneous products totaled 647 million pounds during the 12-month period ending August 31 this year—a rise of 6 per cent over the 610 million for same period last year. Peanuts used for peanut butter, including peanut butter sandwiches, totaled 337 million pounds, nearly 3 per cent more than last year. Peanuts used in candy totaled 137 million pounds, a surprising 13 per cent jump over the 1956 season, and salted peanuts totaled 162 million pounds, up 7 per cent from 1956 season. Peanuts in off-farm positions as of August 31 this year, excluding shelled oil stock, totaled 468 million pounds, according to Agriculture. Farmers' stocks were 3 per cent larger in August than in July, and a fourth above last year.

Coffee Imports

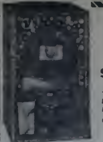
U. S. imports of green coffee in July, 1957, totaled 208 million pounds, an increase of 32 per cent over the previous month, but 24 per cent under July of 1956, Commerce reports. July imports were valued at $109 million. Average value per pound was 52.5 cents, compared with 49.7 cents in June of this year and 51.4 cents in July, 1956. Imports for first seven months of 1957 totaled 1,592 million pounds, a decrease of 10 per cent below the same period last year Commerce reports.

Milk Production Up

Farm production of milk during July is estimated by Agriculture Department at 11,692 million pounds, 1 per cent above last July and 2 per cent above the 1946-'55 July average. Output of milk in the first seven months of this year totaled 79 billion pounds—an increase of nearly 1 per cent from

(Continued on page 96)

Recording Star Buttons
WHAT A SERIES!



VICTOR'S NEW
FOOTBALL
NOW IN PRODUCTION
Fast Action! Bigger Profits!
$19.75 EACH Packed & Sold 2 to Carton. F.O.B. Chicago
Be Sure to Cash In on the World's Series Fever With . . . SLUGGER
Great Money-Making Running Mate for FOOTBALL . $19.75
Immediate Delivery—Order Now! 25% Deposit, Balance C.O.D.
LOGAN DISTRIBUTING CO.
916 Milwaukee Ave. Chicago 22, Ill. TAylor 9-6150

YOUR REGISTERED KEY
. . . plus exclusive ROUND keyway stops coin-box bandits cold!

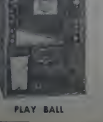
CHICAGO ACE LOCKS

Stop theft! Specify—or replace with—rugged ACE Locks. Unique 7 pin-tumbler mechanism provides over 80,000 key changes . . . plus *private* registration for your exclusive use. Duplicate factory keys can only be obtained on *your* authorization. What's more, *only* ACE Locks have the patented ROUND keyway that resists strong forcing tools. These are some of the reasons why ACE Locks are the first choice of the people who require maximum security. *Protect your take!* Write today for catalog which also describes the full line of sturdy, budget-priced single and double-bitted Chicago Locks.

CHICAGO LOCK CO.
2036 N. Racine Avenue • Chicago 14, Illinois
Leaders in Locks for Coin Operated Equipment!

LET US PROVE TO YOU . . .

SUPERMART Vendorama



PLAY BALL

If you operate as many as 200 1c ball gum and charm machines, we can SAVE YOU MONEY.

All we ask is the opportunity to mail our Price List and Free Samples to you.

Both the VICTOR SUPERMART VENDORAMA and VICTOR PLAY BALL are the "money-takenist" bulk vending machines we have seen in many years.

REASONS FOR OUR GROWTH

★ When you deal with Graff you do business with the largest charm distributor in the world. We've gotten big because we have helped others to GROW.
★ Over 300 different charm items in stock for capsule and ball gum vending.
★ Only the finest items from manufacturers and importers are carried in stock.
★ We're headquarters for new and used vending machines of all types.

We invite comparison of our merchandise and price with any other source.

WE'D LIKE YOU FOR OUR CUSTOMER AND WILL DO AN OUTSTANDING JOB IN KEEPING YOU POSTED ON WAYS AND MEANS OF GETTING a continuous parade of coins into your vending machines.

Try us today and let us prove our story!

GRAFF VENDING SUPPLY COMPANY
2817 W. Davis Street
Dallas 2, Texas
Phones: WHitehall 8-7117 (18)

Vending Machine HEADQUARTERS

- SANITARY PRODUCTS
- SANITARY NAPKINS
- COMBS
- BALL POINT PENS
- RAZOR BLADES
- COIN TOILET DOOR LOCKS

ALL Machines and Refills for Men's and Women's Restrooms.

Authorized Factory Distributors of ADVANCE MACHINES

A complete supply of merchandise for ALL TYPES of machines . . .

WRITE FOR FREE CATALOG

NATIONAL SANITARY SALES, INC. 5040 N. Western Ave. Chicago, Ill. Dept. C. Bilbrook 4-4820

NUTS—THAT'S US

Lowest prices on nuts for vending machines. Ask for price list. Send your name in now and you will be entitled to $2.00 off your first order if guess within 20 days.

ASTER NUT PROD. CO., INC.
1004 Main St. Bronxville 8, Ind.

J. SCHOENBACH

For Victor Vending Corp. of Machines, Parts, Globes, Charms, Merchandise Supplies
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
PRospect 2-2900
PHONE or WRITE FOR PRICES

the FUTURE with a promise NAVY

Supplies in Brief

• Continued from page 95

the amount produced in the same period last year.

Farm production of milk during August totaled 10,794 million pounds—1 per cent more than in August, 1956, and 3 per cent above the 1946-35 average for the month, according to Agriculture Department. For the first eight months of the year, a record total of 89.8 billion pounds of milk was produced, compared with the previous high of 89.0 billion pounds for the same period last year.

Popcorn Supply Down

Harvest of popcorn in the 17 commercial popcorn producing States is expected to be 133,000 acres—23 per cent below last year and 14 per cent below the 10-year average average harvested—according to Agriculture Department. Average is the lowest since 1947, when 98,500 acres were harvested.

Pecans, Almonds

Production of pecans is forecast by Agriculture Department at 119 million pounds, approximately one-third less than last year and 14 per cent below average. California almond crop is expected to total 44,000 tons, three-fourths as large as last year, but 10 per cent above average.

Hobart Stanton, O.K. Amusement Company, Johnson City, Tenn., and his wife, Mary, have returned from a two-week Canadian vacation. Brother Roy, route manager, is now in Pittsburgh buying new music equipment for the expected fall business.

VICTOR'S NEW FOOTBALL

NOW IN PRODUCTION
Fast Action! Bigger Profits!
$19.75 EACH 2 to Carton F.O.B. Chicago.
Packed & Sold
VICTOR VENDING CORP.
5701-13 West Grand Ave. Chicago 39, Illinois
Mfrs. of Famous Line of TOPPER Vendors

Revolving Silver Buttons They're A HIT!

J. SCHOENBACH

Distributor For oak Manufacturing Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
PRospect 2-2900
PHONE or WRITE FOR PRICES

VICTOR'S NEW SUPERMART VENDORAMA

With the Sensational LOOK-SEE VIEWER

- Penny-Nickel combination.
- Capacity 460 capsules with vend.
- Takes in approx. $22.50
- 1218 Ball Gum & Charms

Write or Phone
Birmingham Vending Co.
540 SECOND AVENUE NO. BIRMINGHAM 4 ALA
Phone: FAirfax 4-7526

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

the new OAK'S "PREMIERE"

vends Ball Gum and Picture Cards both for 5¢

Perfectly legal in every city in the U.S.A. the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same foul-proof coin mechanism proved best on the famous Acorn Vendors.

oak

oak's famous ACORN all purpose vender

The all-time favorite of the vending business. Vends all 1¢ and 5¢ ball merchandise. Tamper-proof with a pick-proof lock. Sits from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the one machine with virtually no depreciation—today's Acorn looks the same as the original!

oak MANUFACTURING CO., INC. 1011 Rockbridge Ave. Cypher-City Calif.

contact your DISTRIBUTOR

HELP YOURSELF TO MORE VENDING PROFITS

Get VEND Every Month Thru a Money-Saving Subscription

Vend

Many vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to pick up extra cash—to improve operations—to keep up with the industry.

Less than a penny a day—brings ideas that could mean a fortune to write-ards vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

Vend Magazine 8140
2160 Patterson St., Cincinnati 22, Ohio
☐ 1 year $5 ☐ 3 years $10
☐ Payment enclosed ☐ Please bill me
(Foreign rate, one year, $5)
Name: .....
Address: .....
City ..... Zone ..... State .....
Occupation: .....

ADVANCE SANITARY VENDOR

The Finest for Vending Flat-Pack Products

Here is a durable, refining, sanitary, attractive product. Exclusive features which have made the Advance name a synonym for the best in vending.

Accommodates flat packages up to 1¾" by 2" by ½".

Has separate cash box. Advance coin detector with automatic coin return when machine is inactive—protection against tampering. Fully or partially visible.

For Details and Prices Write, Wire, Phone Today
J. SCHOENBACH
Factory-Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
PRospect 2-2900

VICTOR STANDARD TOPPER 1¢ BALL GUM VENDOR

$13.25 each
$12.75 Each 100 or more

35-to 4-oz. $10 Best grade gum for only $1.00 with purchase of 4 Victor venders and model D-Grey as many 4-oz's as desired.

$1.00 $1.00

FOOTBALL ...Have a million dollars' worth of fun and a ball of Gum for every penny.

$19.75 each

Holds 12 lbs. of 510 Ball Gum.

Write for free 35-page Coin Machine Catalogue.

One-third deposit on all orders.
PARKWAY MACHINE CORP.
715 Enser St. Baltimore 2, Md.

Northwestern® VENDERS

are inexpensive, trouble-free machines which can be economically and quickly serviced. One assembly is the

NORTHWESTERN 5c PACKAGE GUM VENDER

For full information on our complete line of profit-making venders write now.

THE NORTHWESTERN CORP.
5795 ARMSTRONG ST. MONROE 1

VENDING MACHINES — Parts, Supplies, Globes, Charms, Novelties, Gum, Merchandise Gum, Assorted Gum, Virginia's, Red Mills, small Gum, Small Almonds, Mixed Nuts, Jumbo Nuts, Jumbo Peanuts, Jumbo Almonds, Candy Corn, Candy Kisses, Condensed Gum, Lucky Leaflets, Gum Wrappers, Stamp Holders, Sanitary Napkins, Sanitary Cards, Charms, Cup Holders, Cast Iron Stands, Wire Brackets, Globes, Stamp Pads, Ink, Stamps and Card Holders, Rubber Bands, Pens and order blanks. KING & CO., Formerly Jerry Brandt, Inc., 3750 West Lake St., Chicago 12, Ill.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	$35.00
N.W. Gum Vendor, 1¢ Comb.	7.50
N.W. 330 1¢ Pace	7.50
N.W. #33 1¢ Pace, O.C.	6.00
Stoneman's Gum	2.00
Aster Nut, 5¢ or Nickel	3.00
A&T Gum, 1¢	20.00
Acorn, 1¢ or 5¢	35.00

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Screen	2.00
Pistachio Nuts, Large Tulip	.45
Pistachio Nuts, Vendor's Mix	.35
Pistachio Nuts, Small	.25
Jumbo Peanuts	.25
Lucky Surprise	.25
Peanuts, Jumbo	.25
Spanish	.25
Mixed Nuts	.35
Jumbo Almonds	.35
Spinner Peanuts	.25
Boston Baked Beans	.25
Salty Beans	.25
Licorice Gems	.25
M & M, 200 ct.	.50
M & M, 500 ct.	1.00
Nonpareils	.40
Gum Big Gum, 60 ct.	2.00
Gum Big Gum Ball Gum, 140 ct., 175 ct., 215 ct.	.35
Gum Big Gum Ball Gum, 190 ct.	.30
200 ct. minimum, prepaid on all Gum Ball Gum, 190 ct.	
Adams Gum, all flavors, 190 ct.	.40
Wrigley's Gum, all flavors, 190 ct.	.40
Gum Stick, 190 ct.	.40
Hershey's Chocolate, 100 ct.	.40
Minimum Order, $2 Boxes Assorted	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the vending.
J. Cohen, Atlanta C.O.D.
STAMP PADDLES, Lowest Prices. Write

THERE ARE BIG PROFITS IN GUM
GET YOUR SHARE WITH Northwestern

PACKAGE GUM VENDOR

This amazing vender is a sure bet for big gum profits. A rotating merchandiser drive drum with five columns vends a total of 95 standard nickel packs. "Foldaway" display top attracts sales.

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS Inc.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
146 W. 26th St., New York 10, N. Y.
10-agents 4 5467

SAVE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

News in Brief

Continued from page 94

MISCELLANEOUS NEWS FROM AROUND THE COUNTRY . . .

Beech Nut Life Savers, Inc., appointed James D. Parker advertising manager for its Gum and Candy Division. Formerly he worked for General Foods, Inc., White Plains, N. Y., as television co-ordinator. . . . Seven-t p company renewed its contact this week with Teamsters 414 in Fort Wayne, Ind. Four-year agreement was signed. Seven-Up only unionized soft-drink distributor in the region. . . . Successor of C & S Super Corporation, C & C Television Corporation, named L. R. Bill advertising consultant. Previously Bill was vice-president of C & C Super, a pioneer company in the canned carbonated beverage field. . . . Joyner Vendors, Sycamore, Ill., has named Dna Drup chief engineer. Joyner, a new firm, makes self-brew and instant coffee venders. Krup was previously with Bert Mills Corporation.

Charm Dispute

Continued from page 93

him (well over two years ago) was dribbled out to me via parcel post over a period of about three months. To continue buying direct from him meant that I'd have to tie up my operating capital in two inventories—one on the shelf to use and one on the way somewhere. I didn't have that kind of capital in those days, so I started buying from a distributor who would fill my orders instead of filling them.

It was with misgivings that I started buying from a distributor, but since starting, I have not regretted it. Three years ago, approximately 85 per cent is bought thru my distributor. About once a month I make a buying trip, but I don't pay for everything I bring back from a visit with my distributor. While there I meet operators from other territories who are willing to exchange ideas, business tips, methods of merchandising and the like. An operator doesn't get that from a manufacturer. For the most part, manufacturers don't know anything about operating. Some of their suggested helpful hints are almost ridiculous. If an operator will just give him the opportunity, a distributor can distribute much more than mere merchandise.

I was lured to the Smithwest Charm Show with promises of 30 per cent savings and an opportunity to see lots of items completely new to me. I found neither. What I did find was this: Some so-called big businessmen can be awfully little people. The theme of the whole show seemed to be not what the manufacturers could do for the operators, but rather how many scathing remarks could be made about a certain distributor. Oh, what name-calling! Two of the four manufacturers happened to bring up the subject at great length. A third manufacturer told me a bald-faced lie when he quoted me a price on an item and assured me that my distributor paid that same price. One of the manufacturers present was a gentleman.

When I started vending operations a little over four years ago, I had 500 machines. I was now well on my way to tripling that number, in addition to replacing the original 500 with better equipment, entirely out of earnings with no outside financing. I owe no one. You can judge for yourself whether I am representative enough for my comments to carry any weight. (Name Withheld)

Milk Consumption

Despite higher prices at retail levels, consumption of fluid whole milk and most other dairy products continued at lateral level, Agriculture points out. Dieting Americans continue to cause downward trend in consumption of fluid cream, but recent increased use of milk-cream mixtures is offsetting the decline.

OPERATORS!—MAKE MONEY! WITH ROUTS OF "FUN SHOPS"
Write for Complete Details
Fun Shops Distributing Co.
Dept. 9-30, 1 Madison Avenue, New York 10, N. Y.

CIGARETTE AND CANDY MACHINES
Fully reconditioned complete with bowls ready for location. Machines are factory sprayed and look like new. Lowest price anywhere—compare.
STOKER, 8 COLUMN CANDY, 160 capacity, power model $110.00
STOKER 6 COLUMN CANDY, 110 capacity, power model 80.00
STOKER 8 COLUMN CANDY, 160 cap., pedestal changemaker 175.00
ROWE 8 COLUMN CANDY, 170 capacity 70.00
NATIONAL CANDY, 9 columns 90.00
ROWE CRUSADER CIGARETTE, 8 columns, 25c & 30c coils 85.00
EASTERN ELECTRIC CIGARETTE, 8 col., all coils, 25c & 30c 85.00
EASTERN CIGARETTE CHANGER, 10 col., all coils, 25c & 30c 125.00
All equipment unconditionally guaranteed. Feed deposit, One-third deposit, balance C.O.D.
NATIONAL VENDING SERVICE CO.
200 Furman St., Brooklyn, N. Y.
Triangle 5-8857

INSIST ON STAR BRITE BALL GUM
Save Money!
And remember . "STAR-BRITE" Uniformity means GREATER PROFITS
No doubles. No oversize or undersize balls to jam your vending machines.
Ask your distributor to stock Cramer's "Star-Brite" for you!
210—170—140 BALL GUM
Also Cramer's "KING" SIZE SOLID BALL
CRAMER GUM CO. INC.
106 Orinoka Street, East Boston 28, Massachusetts
Member of National Vendors' Assn.

VICTOR Standard TOPPER 1c BALL GUM VENDOR $13.25 Each
$12.75 Each 100 or more
30 day money-back guarantee if not satisfied
1% deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.
SPECIAL TRADE-IN OFFER As High as $6.00 Per Machine
VICTOR TOPPERS Send Us Your List.
VEEDCO SALES CO.
1124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1468

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

Don't Change Horses in Midstream!
HIS HERS
WEDDING RINGS!
"His" and "Hers" Wedding Rings have been real hit items for months. We are still getting tremendous repeat orders. Don't change horses in midstream. Don't change horses in midstream. Stay with the proven profitmaker. Order today, results guaranteed.
ABT'D SIZES
(Just 8 Plated, Silver and Hamilton Gold)
$8.75 per M
Labels available at your distributor or:
paul a. price co. inc.
35 Leonard St. N.Y. 13, N.Y. CORTLANDT 7-5293-4

FINEST RECONDITIONED VENDORS
Victor MODEL V Special!
BALL GUM and CHARM MACHINES
Re-shopped like new
Guaranteed with ball gum wheels
$8.95 EACH
10 OR MORE SPECIAL!!
FREE Service Kit, list $20.50, with purchase of 10 or more Model V's!
2-Col. Card Machine, 3 for Sc. $19.50
3-Col. Shipman Stamp Machine . 22.50
2-Col. Stamp Machine 12.50
Auto. Counter Gumball 19.50
(Write for List)
Columbus Bilfoldes Machines . . . 15.00
Premiere Card Machines 15.00
Silver Bling, 1c or 5c 8.50
Acorn, 5c 10.00
N. W. Model 49, 1c or 5c . . . 12.50
Hunter, 1c and 5c 8.50
3-Col. Mint Gum 22.50
Gubernatorial, 5-Col., 1c Tab . . . 14.50
Hills 6-Col., 1c Tab 17.50
Factory Reconditioned "Popcorn Sex" Machines $75.00
Send for 1957 Catalog-Index. List All Machines Completely Checked and Ready for Location. Order With Confidence. 1/3 Dep., Bal. C.O.D.
Rake Coin Machine Exchange
609 A Spring Garden St.,
Philadelphia 23, Pa. LOmbard 3-2676

Be first with the latest VICTOR'S FOOTBALL BALL GUM VENDOR
Holds 12 lbs. of 210-count ball gum. Net profit every filling, $13.35.
$19.75 EACH Packed 3 to Carton
Try two and you will buy more on the Turn Time-Payment Plan.
Write for details
ROY TORR, LANSDOWNE, PA.
Giving friendly service and liberal financing since 1910

They are HOT!
Recording Star Buttons

amco® SINCE 1950 SANITARY VENDOR
Accommodates flat packages up to ¼ x 2 x 3 inches.
25c — or 50c coin mechanism.
Coin returned when machine is empty.
Separate cash box.
Holds up to 160 packages
HARMON MACHINE CO. INC.
BOX 147, WICHITA, KAN
DESIGNERS AND MANUFACTURERS OF QUALITY VENDING MACHINES
write for CIRCULAR AND NAME OF NEAREST DISTRIBUTOR

All the news of your industry every week in The Billboard . . .

15" 45" max. 24" 13" max.
5¢ HOROSCOPE SCALE
TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c
$25.00 DOWN BALANCE $10.00 PER MONTH
WATLING MFG. CO.
4650 W. Fullton St., Chicago 44, Ill.
Est. 1909
Telephone: COlumbus 1-3773
Cable Address: WATLINGMFG, Chicago

STANDARD SPECIALTY
Now offering Victor's SUPER MART VENDORMA
"Symbol of Progress in the Bulk Vending Field."
Write for complete details and prices. Our specialty is helping more operators make more money.
STANDARD SPECIALTY CO.
1028 64th St. Oakland, Calif.

OUR MAILMAN KNOWS . . . NOW WE'D LIKE TO TELL OUR CUSTOMERS
We're completely settled in brand new quarters at 2086 N. Decatur Rd., N.E.
With over 9,000 sq. ft. of office, showroom, storage and shipping space to use, you can be assured that a complete stock of the following is always on hand
If you haven't already placed your order for Victor's New FOOTBALL you're losing money. It's a sure-fire money-taker and money-maker.
$19.75 Each. Packed and sold 2 to the Carton
VICTOR, ACORN, NORTHWESTERN, WATLING SCALES, SHIPMAN STAMP MACHINES, EQUIPMENT, FIXTURES OR EMPTY CAPSULES, FULL LINE OF CHARMS, BALL GUM, STANDS, PARTS AND MERCHANDISE.
Our New Phone No. is DRake 7-4300
YOUR SATISFACTION IS ALWAYS GUARANTEED AT H. B. HUTCHINSON, JR.
H. B. HUTCHINSON, JR.
2086 N. Decatur Road, N.E.
Atlanta 7, Ga.
Phone: DRake 7-4300

N. Y. State Group Holds First Regular Membership Meet

Greco Elected Pres.; Bylaws Adopted 75 Attend Session; $50 Dues Set

SYRACUSE — The New York State Coin Machine Association, Inc., got off to a fairly smooth start at the Onandaga War Memorial here Tuesday (24) as 75 charter members adopted a set of bylaws and elected a slate of officers.

President of the organization, elected by acclamation, is Tom Greco, Glasco operator, who also heads the New York State Operators' Guild, a Hudson Valley regional group.

Named vice-presidents were Bob Charles, Binghamton, and Mike Garramone, Albany. Mrs. Amelia McCarthy, Hurleyville, is treasurer, and Max Cohen, Woodridge, is secretary.

Board Members

In addition to the officers, the board includes the following 12 directors: Gabe Forman, Nassau County; Mrs Ann Koenig, Ulster County; John Bullock, Sullivan County; Henry Knoblauch Jr., Warren County; Phil Benevento, Onondaga County; Lindy Nardone, Monroe County; Tony Catonese, Rockland County; Pat Marcy, Oneida County; Carl Pevesi, Westchester County; Elmer Rowe, Rensselaer County; Jim Bilotta, Wayne County, and Fred Scott, Cayuga County.

Greco, who was temporary chairman before his election as president, opened the meeting by outlining the events which led to formation of the Association.

He cited the raids of the Albany County sheriff's office last spring—raids which saw every amusement game type confiscated.

Executive Group

Greco told the charter members of the meetings of the three-man executive group consisting of himself, Lou Wolner, counsel for the New York Operators' Guild, and Abe Dursman, counsel for the Northern New York Amusement Machine Operators' Association, with the various regional associations.

The first goal of the new organization will be to get New York State Law 982 modified. This piece of legislation, originally aimed at slot machines, is so broad that certain judges have applied it to amusement games.

The meeting opened on an encouraging note when Lindy Nardone, representing the Rochester operators, disclosed that every operator in his area is joining the new State organization.

All Eligible

The bylaws provide that all New York State operators are eligible to join the organization. Previously there had been talk of excluding New York City operators. Operators include game, music and vending men.

Associate membership is available for non-operating firms who are connected with the coin machine business. The Billboard Publishing Company became the first associate member. Associate members may not vote.

Dues for both regular and associate members are $5 a month or $50 a year if paid before the end of October for the ensuing year. The annual rate was adopted to

(Continued on page 99)

To Visit U. S. To Buy Games, Kiddie Rides

COPENHAGEN — Henning Soager, administrative director of Copenhagen's Summer Tivoli, will leave for New York early in October for a coast-to-coast survey of amusement parks and coin machine Arcades, in search of new rides, machines and ideas. He is primarily interested in kiddie rides or amusement devices and in coin-operated amusement machines which appeal to children.

Space is at a premium in Tivoli and there is no way of increasing the park's ground area, so all available small plots of ground are used for kiddie rides or similar items. Wherever there is a fair amount of idle indoor space, which is not needed for other purposes, a coin machine Arcade is installed. As Tivoli opens at 9 a.m., it draws a family trade and rides and amusements with kiddie appeal are a big source of income.

Soager's trip to the U. S. denotes optimism in the easing up of restrictions on dollar spending and the importation of amusement items. As head of Tivoli, he is in a position to request special permits for any such items he judges would increase Tivoli's earnings. Tivoli is

(Continued on page 99)

Albany Coinmen Plan to Attend N. Y. State Meet

ALBANY, N. Y.—Some 30 members of the Northern New York Coin Merchants' Association met at the DeWitt Clinton Hotel here Monday (16) to discuss plans for attending the organizing meeting of the New York State Coin Machine Association.

The meeting, originally scheduled for September 25, will be held September 24 because of the Jewish holidays. The session gets under way at 2:30 p.m. at the Onondaga War Memorial, Syracuse. The Albany area operators will try to attend the meeting as a group.

Meanwhile the association discussed plans for its first annual dinner-dance. The date and details of the event will probably be voted on at the next regular meeting. It will probably take place here early in 1958.

Hamilton Bows Coin Changer

NEW YORK — Howard T. Ailor, general manager of the Hamilton Scale Company, announced that his firm will soon go into production on its Automatic Electric Coin Operated Timer.

The unit, which accepts any combination of nickels, dimes or a quarter, gives change in either nickels, dimes or both. On a dime vend, for example, it can take either two nickels or a dime. If a quarter is inserted, the customer can get three nickels change, or else a nickel and a dime.

One of the units is being location tested on a kiddie ride at a Woolworth store on 79th Street and Broadway. The ride is operated by Ed Lane, Mineola, N. Y.

The unit lists for $198.50 with quantity discounts.

Game Operator Financing

Down Payment	Months to Pay	Interest Rate	% of [illegible]
20% 25%	6	6%	[illegible]
20%, 25%, 30%, 33⅓%	12-18	6%-10%	[illegible]
20%, 25%, 30%, 33⅓%	6-8	[illegible]-10%	[illegible]
10%	10-12	7%-10%	[illegible]
20%	24	7%	[illegible]
50%	6	8%	[illegible]
None	12-24	6%-8%	[illegible]

Financing: Higher Rates, Longer Time

Poll of 67 Operators Shows ⅓ Pay 8% to 10%, Take 12 to 18 Months

CHICAGO—Altho interest rates have pushed upward for amusement game operators in some sections, longer payment periods seem to be the rule thruout the country.

A nationwide poll of 67 operators indicates that this is the case. The table that accompanies this article tells part of the story.

What the table does not show is that fully one-third of the operators polled pay an interest rate of 8 to 10 per cent. A few mentioned figures above 10 per cent.

Of the remainder, roughly 25 per cent pay 7 per cent, and slightly more than one-third pay 6 per cent, last year the standard charge. A small group reporting indicated they pay either no interest or nominal rates.

However, one-third of the price used to be the average down payment. The poll shows that down payments this year are split pretty well into rates of 20, 25, 30 and 33⅓ per cent. Average down payment currently would be roughly 25 per cent. A sizable number of operators—nearly 18 per cent—reported they pay either nothing down or 10 per cent.

Interesting, too, is the fact that the poll shows payment periods considerably longer than six months for nearly half the operators.

Nearly one-third of the operators polled said they get 12 to 18 months, pay from 20 to 33⅓ per cent down at interest rates ranging from 6 to 10 per cent. Another 18 per cent say they get [illegible] ment periods of fr[illegible] months.

Only a few operators [illegible] nance pay in 60 to 90 da[illegible] cording to the poll.

Poll results do not show [illegible] interest rates paid were fig[illegible] balances or on the full amou[illegible]

LATE RALLY?

Hope Series Will Boost Collections

• *Continued from page 8*

games, the Series wou[illegible] business. You can't do an[illegible] here during the regular [illegible] was it is, when [illegible] scheduled. The people [illegible] home to listen. And in the tav[illegible] customers are all listening t[illegible] radio and won't play the [illegible] bo[illegible]."

An equally optimistic view [illegible] taken by Woody Johnson, [illegible] manager of United, Inc., W[illegible] distributing firm. "The Ser[illegible] could prove a welcome 'sh[illegible] arm' for the juke box an[illegible] operators and make a big [illegible] them. It definitely w[illegible] ul holiday-minded people [illegible] town. When [illegible] anywhere for a good [illegible] will want to play the [illegible] and the games."

A[illegible] somewhat [illegible] but [illegible] side ef[illegible] World Series fe[illegible] hitting local distri[illegible] the sudden deman[illegible] for [illegible] hotel rooms. Oper[illegible] over the te[illegible] ing distributors [illegible] that they might be [illegible] during hot [illegible] big event.

According to one [illegible] pounding in our [illegible] already for Series tickets. [illegible] we'd like to get [illegible] series.

Swedish Park Starts Work On New Arcade

GOTHENBURG — Liseberg, biggest and finest of Sweden's amusement parks, has started work on a new Automat Hall coin machine Arcade, which will have 200 square meters of floor space. But it will be directly connected with the park's large Rotundan dance hall, which usually operates during the winter as well as the park season.

(Continued on page 99)

Minn. Trade Makes Fast Fall Start; 5-Balls Boom

MINNEAPOLIS — Five-ball games declared legal several months ago in a unanimous decision by the Minnesota Supreme Court are moving back into the amusement games picture in the State with a big bang.

"We are selling more five-balls today than at any time since I have been in the coin machine business," said Harold Lieberman, of Lieberman Music Company, Minneapolis distributor.

"Five-balls have bounced back with terrific force and are a factor to be reckoned with in this business. All are legal machines, with no pay-offs except free games which, according to the Supreme Court decision, is not gambling."

Irving Sandler, of Sandler Distributing Company, Minneapolis, said his office too, is getting heavy [illegible] five-ball games from operators and that coinmen who have these units back in operation report customer reaction to them as "very good."

Resurgence of five-ball games has sparked a good fall-winter season opening for all distributors in the area. All report that music, both new and used, is moving exceptionally well. The large bowlers are picking up steam and attracting attention from operators.

"The operators tell us that their takes are going up, too," Sandler said. "Business has been better out at the locations. We can see this by the number of coinmen who are coming in to buy new equipment for the season ahead. There is a definite air of optimism about the future. It's been several years since we've noticed such a fast start at this time of the year. It augurs well for 1957-1958."

Fischer New Sales Booklet

CHICAGO—Fischer Sales and Manufacturing Company brought out a new sales promotion booklet for use by their distributors showing the firm's full line of pool game equipment.

The booklet is an attractively put together presentation in full color, and loose leaf to permit any additions or deletions. Featured are the firm's two current 6-pocket models, the Imperial and Special, as well as the bumper pool model, the Cue Star and home model, the Town and Country.

BB Staffer Begins 6-Week Europe Visit

CHICAGO—Ken Knauf, amusement games editor of The Billboard and The Billboard International, last week began a six-week, seven-country inspection tour of the European coin machine industry.

Knauf will visit juke box and game manufacturers, distributors, importers, exporters, operators and operator association heads in England, France, Germany, the Netherlands, Belgium, Switzerland and Northern Italy.

Purpose of Knauf's trip is both to see first-hand what progress is being made by the [illegible] these countries and t[illegible] people in the industry [illegible] services and plans of The Billboard International.

A [illegible] Knauf will begin [illegible] Billboard.

Knauf [illegible] M[illegible] [illegible] 1951.

CONVERSION
FOR SEEBURG M-100 A MH-100 A
33 1/3 RPM to 45 RPM
$24.50 ● $69.50
FOR Los Angeles
CALCOIN CORP.
1167 West Pico Blvd.
Los Angeles 64, Calif.

2 1448 ROCK-OLAS, Like New $650.00
1 1438 ROCK-OLA .. 395.00
2 1434 ROCK-OLA, 45 RPM 150.00
2 SEEBURG "R" with Royal 50c Units 725.00
COIN MACHINE SERVICE, INC.
ROCK-OLA DISTRIBUTORS FOR NORTHERN CALIFORNIA
432 Wilson St., Santa Rosa CALIFORNIA
Phone Paul Spear Santa Rosa 1498 or write for prices

FINEST RECONDITIONED EQUIPMENT
BIG TIME $125
PIXIE 100
NITE CLUB 250
BROADWAY ... 200
GOTTLIEB
SCOREBOARD .. 225
BALLY
VARIETY 90
BEACH BEAUTIES 200
GENCO 2-PLAYER
BASKETBALL ... 200
MUTOSCOPE
K. O. CHAMP ... 250
ONE-THIRD DEPOSIT
THE HUB ENTERPRISES
32 S. Charles St., Baltimore 1, Md.
LEX 9-6446-7

SAVE NOW
BEST CONDITION
Seeburg V-200 ... $699.00
Seeburg Model "G" 549.00
Seeburg Model "C" 449.00
Seeburg Model "B" 349.00
AMI Model "C" ... 69.00
Wurlitzer Model 2000 .. 970.00
Wurlitzer Model 1900 ... 865.00
Wurlitzer Model 1800 ... 735.00
T & L Distributing Co.
1441 Central Parkway
Cincinnati, Ohio
Phone: Main 1-8751

COINMEN YOU KNOW

New York

By CAMERON DEWAR

Ed Ravreby, of Associated Amusements, is a proud distributor. His daughter, Ruth Mae, just made him a grandfather—the first time. The girl's name is Shelley Beth, and the father is Dick Mandell, general manager. However, sobering news for Ed is the fact that Playland Arcade in Gloucester had to close. Ed's spot was hit with all the others in the fishing town when licenses on all pinball machines and games were recently revoked.

Dick Mandell is flying his own plane these days to the advantage of the music and game business. He made a trip to Portland, Me., in two hours. Normally this would take most of the day. At the airport to meet Dick were Al and Charlie Sharpe, of the Pla-Mor Amusement Company, who were delighted with this new, speedy way of getting orders in.

Marshall Caras, of Trimount Automatic Sales Corporation, took his wife for a long weekend in New York and was lucky enough to get to see "My Fair Lady." He reports music is beginning to move along better. . . . Two infrequent visitors to the Hub dropped in from Connecticut. They were Winn Gafney, Norwich, and Byron Athenian, New London, both interested in music and games. Another flying visitor was Arthur Strahan, Greenfield, now a veteran pilot. Bob Jones, Redd Distributors, is confined in New England Baptist Hospital, Boston. . . . Salesman Al Levine is back after an illness and Si Redd and John Hawkins are keeping the jukes on the go.

Dave Baker, Melo-Tone Vending Company, is back at the regular grind again and finding business picking up, especially in cigarettes. Dave has been dashing off each day to his place in New Salem, N. H., where he gets in plenty of water sports like sailing and water skiing. . . . Jack Sager, Jerry Flatto's right-hand man at Boston Record Distributors, is going strong with his jazz group, the Cellar Dwellers. Jack extends an invitation to all operators to drop in at Elsie's in Wollaston for an earful.

Chicago

By NICK BIRO

Jack Mitnick, head of United Music Corporation was busy huddling with Heinrich Hecker, his juke box distributor in Patterbor, Germany. Hecker, along with his export manager, Leo Toffel spent a busy few weeks in the States inspecting, among other things—used equipment. . Ben Coven exchanged sea stories with John Ashal, Waukegan operator. Ashal, (Continued on page 101)

U. S. Visitor

● Continued from page 98

rated as Denmark's biggest tourist attraction, and Denmark needs the tourists and the money they spend in Tivoli.

At the present time practically all foreign amusement and pay-out machines in operation here are German - made, or second - hand American-made machines imported from Germany. The present demand is for American target and amusement machines and most of the Danish operators would prefer to secure new machines directly from the U. S.

First New York State Meet

● Continued from page 98

provide the organization with funds for a lobby at the opening of the Legislature.

Annual Meetings

Annual meetings are provided for the last Thursday in September, while special meetings may be called by the president, by the board of directors, or by a petition of 50 members.

Each firm is entitled to only one vote. Business at all regular and special meetings may be conducted with a quorum of 10 per cent of the regular membership.

The bylaws provide for 17 directors—five officers and 12 more elected. However, no county may be represented more than once by the 12 elected board members. This safeguard was adopted to keep the organization from exercising undue influence in the association. Most of the power is vested in the board of directors, who will bear the brunt of the work.

Long Hours

While the general membership meeting broke up in the early evening, formal and informal meetings of the board were held well into the wee hours Wednesday (25).

The board is on the verge of hiring a veteran coin machine executive as business manager. The prospective business manager and board members had agreed on terms of employment.

While regional organizations will aid in the membership drive, the business manager will concentrate on unorganized sections of the State.

Lobbyist

Also to be hired will be a lobbyist who will work at the Legislature in Albany. While the initial objective of the organization will be to modify State Law 982, the group plans to watch harmful legislation in the music machine and vending machine field and also to assist local organizations with their problems.

The objects of the association, as listed in the bylaws, are:

1. To foster the interests of those engaged in the coin machine industry.
2. To promote better public relations.
3. To eliminate existing abuses

Marathon Affair

The meetings themselves were a marathon affair. The general business meeting lasted from 3 p.m. until 7 p.m., with the formal board meeting continuing at the Onondago War Memorial for another hour.

When the formal meeting broke up, the board moved to the Brass Rail for dinner and informal deliberations. After that the contingent went to the Hotel Onondaga to interview the prospective business manager, and wound up at the Downtown Show Bar, where acting host Jim Furlong provided meeting facilities. By the time the last board member turned in, the sun was emblazoned on the horizon.

While much of the discussion at the general meeting and at the board meetings was spirited, President Greco never let it get out of hand, and the organization appeared to be functioning smoothly.

Van Wyck Gets Belgian Pool Balls

NYACK, N. Y. — Bucky Van Wyck, head of the Nyack Slate Company, reports that he is getting regular shipments of ivory pool balls from Belgium for the coin-operated pool table trade.

Van Wyck attended the organizational meeting of the New York Coin Machine Association in Syracuse last week as a representative from Rockland County.

Swedish Park

● Continued from page 98

son, so that the joint capacity of the two establishments will be 2,000 persons.

This new project is important, as it indicates that Swedish operators are now in a position to acquire new machines. Liseberg has been operating two coin machine Arcades, but they have been equipped largely with rebuilt slot machines, other pay-out machines, and old American amusement and photo machines. Einar Ekstrom is managing director of the park.

ROUTE WANTED!
WILL PAY CASH!
for large, diversified route . . .
MUSIC — GAMES
SHUFFLE ALLEYS
CIGARETTE MACHINES
Write Box 118
The Billboard, 1564 Broadway
New York 36, N. Y.

Williams
Now Delivering
NAPLES
2-Player 5-Ball Novelty Game
●
6-POCKET
Slate Top
POOL TABLE
See Your Williams Distributor!
Williams
4242 West Fillmore St.
Chicago 24, Illinois

BUYS OF THE WEEK
Model 9 Auto Photo Studio $1,450.00
Wurlitzer Model 1800 .... 750.00
Wurlitzer Model 1900 .... 850.00
COMMERCIAL MUSIC CO., INC.
1550 Edison Street
Dallas, Texas
Phone: Riverside 1-6381

FALL SPECIALS
AMI G-200 .... $749.50
AMI B converted to 45.. 149.50
AMI C converted to 45.. 169.50
AMI D converted to 45.. 199.50
SEEBURG M 100A 149.50
WURLITZER 1400 ...... 139.50
WURLITZER 1600 ...... 225.00
WURLITZER 1700 ...... 550.00
ROCK-OLA 1432 .... 125.00
ROCK-OLA 1434 .... 149.50
1/2 Deposit
All Machines Cleaned & Shopped
Write or Phone
BIRMINGHAM VENDING CO.
540 Second Avenue No.
Birmingham 4, Alabama
Phone. FAirfax 4-7536

"CONSOLETTE"
Replaces from 4 to 8 Wallboxes!
• Remote control
• Volume control
• 40" x27" x18"
• Ship Wt 60 Lbs.
• Distributorships Available

REX CALL HARRISON 2-8255
COIN MACHINE DIST. CORP
821 So. Salina St
Syracuse, N. Y.

CLOSEOUT
United's PLAYTIME
Brand New Original Factory Crates
Terrific In-Line Game With Tremendous Player Appeal!
Sacrifice $175.00
1/3 Deposit, Balance Sight Draft or C.O.D.
Imperial Coin Machine Co.
495 Anderson Avenue, Cliffside Park, New Jersey
Phone: Whitney 5-2893

Look To The GENERAL For Leadership

BLONDIE	$165	QUEEN OF HEARTS	$100
DRAGONETTE	175	QUINTET	90
FLYING HIGH	75	SCOREBOARD	275
FRONTIERSMAN	175	SHINDIG	100
GUN CLUB	75	SILVER SKATES	75
PETER PAN	150	THUNDERBIRD	100
TOREADOR	$295		

Terms: 1/3 cash with order, bal. C.O.D. or draft.
General MUSIC SALES CO., INC.
Exclusive Factory Distributors AMI Phonograph & Music Equipment
Biddle & Howard Sts. Phone VErnon 7-4119 Baltimore 1, Md.

SLATE TOPS FOR BUMPER POOL
SIZE: 32" x 48"....$44.50; 4 OR MORE....$42.50 EA.
(REGULAR PRICE $65.00)—IMMEDIATE DELIVERY.
ORDER NOW — SAVE MONEY!
Complete Stock of Billiard Supplies for All Makes of Coin Operated Pool Tables.
Price List on Request.
TERMS 25% DEPOSIT, BALANCE C.O.D.
SPECIAL! 3 BRAND NEW FISHER COIN-OPERATED BUMPER POOL TABLES, 36" x 52", Including All Equipment ..... $120.00 each
MARVEL Billiard Supply Company
1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MOnroe 6-8855

JOE ASH says:
We Are Happy To Announce
that due to the success of our
RENTAL PLAN
Active Amusement Machines Co. now offers
FOR EXPORT
a tremendous volume of late model
MUSIC and PINS
to our customers all over the world for
IMMEDIATE DELIVERY
DON'T DELAY! CABLE COMAC TODAY!
Exclusive Distributors for Wurlitzers, D. Gottlieb and Exhibit in So. Jersey, Del. and E. Penn.
Cable Address: COMAC, Philadelphia, Penna.
ACTIVE AMUSEMENT MACHINES CO.
You can ALWAYS depend on ACTIVE ALL WAYS
666 N. Broad St., Phila. 23, Pa. • Phone [illegible]
Write or wire for prices

Music for Export
FISCAL YEAR CLOSEOUT SPECIALS!

WURLITZER	SEEBURG	ROCK-OLA
2000's	V-200's	1448's
1800's	B's	1446's
1500A's	G's	1438's
1550's	C's	
1500's		

★ Write • Wire • Phone
INTERNATIONAL SCOTT CROSSE COMPANY
SCOTT CROSSE COMPANY
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
RIttenhouse 6-7712
Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

NOW DELIVERING
• BALLY A.B.C. TOURNAMENT, 12'½ & 14 ft.
Bally Sun Valley, Bike, The Champion, Model T and Toonerville Trolley.
• ROCK-OLA PHONOS—120 & 200 Selection
Write or call for prices
★ ★ ★ SPECIAL ★ ★ ★
1432 Rock-Ola, 50 Selection, 78 or 45 R.P.M. $95.00
Limited amount remaining
1434 Rock-Ola, 50 Selection, 45 R.P.M. $145.00
All machines cleaned, checked and ready for location
Like new A.B.C. Bally Bowling Lanes
11 ft. $560.00
14 ft. $575.00
No extra charge for crating

BINGO GAMES

Variety	$ 85.00
Big Time	125.00
Big Show	300.00
Broadway	250.00
Showtime	425.00

CALDERON DISTRIBUTING, INC.
450 Massachusetts Avenue Phone MElrose 4-8468 Indianapolis, Indiana

FOR BEST BUYS
Music | Bingos
Pins | Guns
Arcade Equipment
Shuffle Alleys
Send for Our Complete Lists
Write—Wire—Phone
DAVID ROSEN
Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA
PHONE: STEVENSON 2-2903

What About Next Year? (continued)

• Continued from page 85

their juke boxes are asking us to convert them to dime play. Operators with no foresight are hurting the juke box industry by not changing to dime play. They could have selfish reasons, too."

Ernest E. Scott Jr., Kingman, Ariz.: "For the past two years I've been replacing 78 r.p.m. record juke boxes with 45's; more selections mean more plays; town is growing fast in population—Air Force base now located here." R. O. Welker, Helena, Mont.: "At least as good because last year there was pressure for 200's. However, proprietors and locations both seem to feel that 200's do not necessarily increase gross."

Jack Marshall, La Junta, Colo.: "Lower expenses due to more compact operation and better equipment." Gilbert Amusement, Belen, N. M.: "We think people will spend more money on amusement in 1958 due to their catching up on time payments."

R. W. Larson, Grangeville, Idaho: "My operations are in an area sincerely dependent on the lumber industry. It has lagged all year. R[illegible] decision by FHA to lower down payments [illegible] help, but too late to notice any change f[illegible] year. Most people plan during the winter and [illegible] building come spring. We have the timber [illegible] ens of large sawmills."

W. Johnson, Household Appliance Shop, R[illegible]lins, Wyo.: "Changeover to 10-cent pl[illegible] w[illegible]h [illegible] equitable method of commission, we are 100 [illegible] cent on dime play, for for 25 cents. Same p[illegible] some 60-40, some 50-50." Harold Mand[illegible], I & [illegible] Amusement Company, Lusk, Wyo.: "Due t[illegible] the condition of farmers and ranchers in this part of the country, this is one of the best years the[illegible] had."

F. F. Rocchio, Rocchio's Rhythm Route, Laramie, Wyo.: "More and better equipment." O'Brien Music Company, Inc., Newport, R. I.: "Incr[illegible] income without substantial increase in investment. Better promotions."

Some say 1958 doesn't look so good.

Here are their comments:

A Battleborn, Vt. operator: "State is too tough on taxes—then too much agitation about free plays, etc., so have been compelled to cut out quite a few locations." Mark L. Shaenel, Mark Amusements, Inc., Brockton, Mass.: "Local taxes have become almost prohibitive. Competition demands latest in equipment and programming. Seriously considering selling out and going into some less persecuted business."

J. H. Doyle, Western Amusement Association, Missoula, Mont.: "No, due to loss of in-line pinball games as result of federal and local action. However, I believe this may benefit in the long run as will either make businessmen out of operators or eliminate them." Don Venditti, Venditti Music Company, Santa Fe, N. M.: "There seems to be less money for amusement each year."

John Solomon, Sand Point, Idaho: "There is nothing in this area that I can see to make any increase in business." Bryan E. Edwards, Douglas, Wyo.: "With law being changed to suit the whims of government administrative agencies, especially the federal government, operating is being squeezed. The most honest operator gets hurt worst. Music goes down as the patronage of the places where it is goes down and the business of those who patronize these places is forced elsewhere. People then stay home or go to more expensive forms of entertainment."

James A. Fluarnoy, J & J Music Company, Nacogdoches, Tex.: "Records in singles are out of proportion for operators. The juke box companies have increased price of juke boxes and wall boxes 50 per cent. Our take is about the same. Labor is higher as well as all parts and traveling expense."

Mel J. Stout, New Iberia, La.: "Too much legislation and unfair taxation on the operator and public officials using the industry as a whipping post to arouse the public in their favor at election time. I have been in the coin machine business for the most part of 27 years and it is getting harder every year due primarily to lack of public relations in the business."

C. L. Whittaker, B & W Amusement Company, Inc., Seattle: "Employment is fair but not full time. Many are only working four days a week. Building trades have slowed down considerably." James Childers, Childer's Novelty Company, Kennewick, Wash.: "Too many taxes, games cost too much. Taxes are three times too high. Games cost two times too much." Leroy J. Lambert, Stockton, Calif.: "Money seems to be tighter in this area—also more for rent signs are out now."

LeRoy F. Cooke, Auburn, Calif.: "In operating 40 pieces of music I find in, say 10 years, your investment is tripled to quadrupled, for the same gross returns and net is dropping each year because of climbing operating expenses. I operate in a remote area (other than city) and 120 selections are big enough. In fact, accounts that have seen a 200 in the city think they're a big joke and so do I."

Clifford C. Jones, Jones Music, Long Beach, Calif.: "Cost of operating, to h[illegible] investment and lower take give little return on our money and labor. Operators will only make money when equipment costs drop and a better location percentage is arranged." Robert F. Follett, Spokane, Wash.: "These bowlers at $1,000 a unit is overpriced for the income return. Games and music are well overpriced for the investment return. The salvation of the average operator today is select buying at a discount, plus running at least 200 pieces with adequate help."

John H. Roberts, Hart Novelty Company, Bellingham, Wash.: "Costs keep rising. This [illegible] $250 federal license on games, which has [illegible] small locations. Something should be done [illegible] this immediately. The industry must face [illegible] squarely."

Jos. M. Poire, Jos. M. Poire & Son Music Company, Dubuque, Ia.: "Net income will be down again in 1958. However, for each $1,000 invested in games, the returns will be about three times higher than the same amount invested in mu[illegible]. To do this, games must be brought in, recondi[illegible] like new and rotated every three months. A [illegible]fied public accountant keeps our books and all music and game accounts are kept separatel[illegible]. [illegible] must stand on its own feet."

J. C. Hardi, U. P. Novelty Company, Ishpeming, Mich.: "In 1957 I made money on low-[illegible] pool table that made large grosses. Today most [illegible] own their own pool tables. High-cost bowlers aren't grossing enough money to be profitable. [illegible] seems to be a trend for good locations to buy [illegible] own equipment—especially taverns, because [illegible] over-all business is down and they find it necessary to look for additional income."

A Port Huron, Mich., operator: "L[illegible] income, higher expenses to operate." J. A. Bot[illegible], T[illegible], O.: "Too many cutthroat operators that give too [illegible] a commission to locations. Manufacturers and distributors should help better this [illegible]." A Toledo, O., operator: "N[illegible] to replace [illegible] type games with something else. Al[illegible] amusement type games slow in this area."

Paul T. Jennings, Jennings Music C[illegible], [illegible] O.: "Overhead has r[illegible] over l[illegible] with income about the same. [illegible] am bound to [illegible] lower net income." Chicago operator: "Pr[illegible] of equipment and expenses going up—collect[illegible] same." John F. Pierce, Great Lakes Mu[illegible], Mich.: "Gross income from taverns keeps [illegible] high cost of new games, short running [illegible] games, poor resale value of games. G[illegible] should be good if bowling games last, but if [illegible] to replace with some new game it will pu[illegible] bad spot. Music will hold steady as usual. I[illegible]"

R. J. Dougherty, Wisconsin Rapids, W[illegible]: "The game business is h[illegible]d due to lack of [illegible] under $700. Dime p[illegible] has increased pl[illegible] some of which is offset by gre[illegible] Minimum rate plans for marginal loc[illegible] into effect in order to show a st[illegible] p[illegible]." [illegible] Howell, Auto-Com[illegible] In[illegible]: "[illegible] federal government [illegible] pe[illegible]g [illegible] field [illegible] looks like a lost pidgeon."

Dayton, O. [illegible]: "[illegible] working less hours and [illegible]"

(Continued on page [illegible])

COINMEN YOU KNOW

• Continued from page 99

member of Waukegan Yacbt Club, plans to come to Diversey Harbor, where Coven keeps his boat, the Trudy Too. Both are avid seamen, and have made numerous trips around the lakes.

Reid Whippe, Wurlitzer factory sales engineer, in town to conduct the joint service school set up by Chicago distributors last week. Whipple, along with Coven serviceman Leonard Petencin, held the first class for 20 servicemen at the Coven showrooms. Subsequent classes will be held in shoprooms of Atlas, Automatic Phonograph, and World Wide.

Ralph Petrie, Rock-Ola chief of engineering is back in town after an extended visit to Europe, developing trade contacts. . . . Barney Barnas, vice-president of Standard Metal Typer and business manager Jerry Kuklin were conferring over new developments in store for the firm's present model. No comment was forthcoming. . . . Dave Liebling, Cleveland Coin Machine Exchange writes to say he received a phone call from Mr. and Mrs. Morris Gisser, who are in Europe on an extended trip. The Gissers are spending the High Holidays in Tel Aviv. Balance of the trip will take them to Rome, Nice, Paris, London and back to New York about October 20.

Sam Solomons, University Coin Macbine Exchange, Columbus, back at work after a recent vacation with friend Jerry Bremner. The pair enjoyed a week's fishing trip at Lake Erie, returning witb 200 pounds of black bass. . . .Tom King, King and Company, due back from a summer vacation, while Paul Crisman was tending tha store singlehanded, baving among other things, dog trouble.

Bob Kantor, Confection Specialties, reports the best test for popularity of charms for his bulk venders, are still his children. The longer they play with a new item, the better it usually sells. . . . A recent visitor in town was J. R. Van Wyck, of Nyack Slate Company, Inc., the pool table supplier. Paul Brown, Chicago operator, out of the city on a vacation, due back about the middle of October. . . . Tony Corso, local bulk operator, reports use of charms is picking up sales.

Earl Kies, Apex Music, reports traffic in suburbs is picking up, but juke box and game activity is still slow. Incidentally, it was Norm Dompke, Apex serviceman who spearheaded the recent school for servicemen run jointly by Chicago distributors. . . . Pete Gulotta, bulk operator, reports a slow summer, but expects fall business to pick up considerably.

Billboard staffer, Ken Knauf, left last week, for an extended business-pleasure jaunt tn Europe. Stops or his agenda will include England, France, Germany, Tbe Netherlands, Belgium and Italy. Knauf will make distributor, operator and manufacturer contacts in the growing overseas market. . . . Les Rieck and Ed Ristau, Rock-Ola, away on another sales trip—Rieck attending to business on the East Coast. . . Ed Ratajack, AMI sales head, back in town after a recent trip to Grand Rapids.

Milwaukee

By BENN OLLMAN

Service school for operators is scheduled to run for two days here this week at tha Paster Distributing Company, according to Sam Cooper. On hand to answer queries of operators will be Hank Havenaar, AMI factory man from the Grand Rapids, Mich., headquarters. Herman Paster and Allen Nilva are also expected to come to the Beer City plant from their St. Paul offices.

Bill Broege is the newly added Mercury Records sales staffer, notes office head Don Thorn. Broege lives in Waupun and will cover the northern part of the State. . . . A Milwaukee visitor from Mercury Records' Chicago office last week was Johnny Sipple, former Billboard staffer.

About 20 local coinmen showed up for a meeting of the Milwaukee Phonograph Operators' Association last week at the Mayfair Lounge. Session was chairmaned by Doug Opitz and Joe Beck, who stated that informal discussions were beld on the progress of dime play and some legislative matters. . . . Frank Bartnik, Banaco Music, is spending a few final days before the fall season closes at his hunting and fisbing camp in Canada.

Fred Lueck has joined the staff of Automatie Coffee Service. According to John Cocking, head of the industrial vending firm, Lueck will operate as the company's salesman, lining up new locations. He formerly was an automobile salesman. Woody Johnson, general manager for United, Inc., had welcome guests last week when his parents visited him from the old homestead in Erie, Pa.

Parts business has taken a decided elimb in the past few months, according to Woody Johnson, United, Inc. The increase, be claims, is due to a new emphasis on building the parts and supply department for the Wurlitzer distributing firm. Special end of summer sale is attracting a lot of operators from all parts of the State, according to Johnson. Operators stopping in at United, Inc., for some shopping included: Harold Sommerfield, Ed Puzia, Red Jacomet, Joa Beck, Sam Hastings and Art Bartz.

A few new dime play spots have recently been added to tha Ray's Amusement Company routes, according to Mrs. Ray Lax, of the West Allis musie and games firm. . . . Early fall receipts are beginning to show improvement, says Joe Pelligrino, of P. & P. Distributing Company. "Business was kind of slow this summer," he notes.

Number of coinmen using premiums continues to decline, says Sam Hastings, Hastings Distributing Company. "The industry is sadly in need of something hot in the game line," he said. Demand for used equipment is below normal for this time of the year. Stopping by to check the premium department and see what was available in good used equipment, were Tony Hirt, Sheboygan; Cliff and Roger Bookmeier, Green Bay, and Art Bartz, Mount Horeb.

Jim Skiba, disk buyer for the Music Mart, informs that an increasing number of operators from all over the territory are taking advantage of one-stop offerings bere. New operator accounts include Kell Warner, Neenah; Madison Coin, Madison, and American Coin, Milwaukee.

SEEBURG V-200
$845.00
Equipped with VL-200 selection receiver. VL selection receiver has transistor diode and switching, no tubes.
BEST BUY . . . REAL VALUE
SEEBURG DISTRIBUTOR
W. B. DISTRIBUTORS, INC.
Market St. St. Louis, Mo.

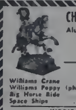
Sandy Moore Gabe Forman
BUYING
• SHUFFLE ALLEYS
• PIN BALL GAMES
• JUKE BOXES
• ARCADES
HIGHEST PRICES PAID
Send Us Your List
Used—Reconditioned—As Is
YOUNG DISTRIBUTING LONG ISLAND CORP.
—EXPORT SPECIALISTS—
340 E Merrick Rd. Freeport, L. I.
MAyfair 3-2472

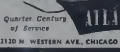
GET 'EM NOW!
14-FOOT
BOWLERS
LIKE NEW!
$550
plus crating
EASTERN ELECTRIC
10-COL. CIGARET MACHINE
Will vend at up to 35c per package
LIKE NEW $135
ORDER TODAY!
MONARCH COIN MACHINE
2251 N Lincoln Chicago 14, Ill.
Lincoln 9-5996-7

NEW ENGLAND OPERATORS!
We have been renting games to established operators for 18 years.
They have found that OUR RENTAL PLAN makes it possible to keep their operation profitable WITHOUT HEAVY INVESTMENT
Call us for full rental details. It will be worth your while.
LAVINE & HILLMAN, INC.
Est. 1926
Fall River Mass.
Phone OSborne 8-5431

ROYAL
DISTRIBUTING INC
Auto Photo, M 9 .... $1,600.00
Caravan 175.00
Pixie 95.00
Bowling Alleys, 14 Ft. .... Write
Other United & Bally Bingos .... Write

ASK FOR BEN MACKIE HAROLD HOFFMAN
3726 Kessen Ave., Cincinnati, O. MOntana 1-5004


CHALLENGER PISTOL and STAND with Aluminum Floor Stand and Bull's-Eye Target $39.95
Write for Quantity Prices
WANTED: Davey Crockett Rifle and Bally Bull's Eye. Will Buy or Trade.
READY FOR LOCATION—KIDDIE RIDES—COIN-OPERATED
Williams Crane .... $165.00 | Gaslco .... $ 65.00
Williams Poppy (phone) ..... Write | Wild West Gun 65.00
Big Horse Ride .... 295.00 | Sportland Gun 120.00
Space Ships .... 95.00 | Star Gun 95.00
KIDDIE RIDES (Coin Operated) We Buy—Sell—Trade.
Send us your list and requirements.
Export Inquiries Invited. All Prices F.O.B. Chicago All Phones: Uptown 8-1369
CAROUSEL INDUSTRIES, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois

MUSIC and GAMES!
A.M.I. E-120 .... $425
SEEBURG 100-C 525
SEEBURG 100-R 675
WURLITZER 1400 195
ROCK-OLA FIREBALL ... 195
ROCK-OLA 1438 COMET . 445
KEENEY "22" DELUXE ELECTRIC CIGARETTE VENDER
Immediate Delivary!
M-100A 45 RPM CONVERSION KIT
Easy to Install!
Modernizes and brings phonographs up to top earning power!
$69.50
PHONOGRAPHS STEAM CLEANED, RECONDITIONED, REFINISHED LIKE NEW!
Terms: ⅓ Dep. Bal. C.O.D.

A Quarter Century of Service
ATLAS MUSIC COMPANY
2120 N WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

BINGO MECHANIC WANTED
GOOD PAY
NO DRIFTERS
★
WRITE TO BOX 903
The Billboard, 188 W. Randolph St., Chicago 1, Illinois

ATTENTION, IMPORTERS
Approximately 250 BALLY BINGOS AVAILABLE FOR OCTOBER DELIVERY
Also
Late Model GOTTLIEB and WILLIAMS GAMES, SEEBURG M100A's, B's, C's and R's
Write for Complete Lists
Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutascope Distributors.
TRIMOUNT
Remember IN NEW ENGLAND IT'S TRIMOUNT!
40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-9480

The Industry's Finest Pool Table

Some Distributor Territories Still Available
WRITE—WIRE—PHONE

Eldorado

IRVING KAYE CO., Inc.
1537 Bergen Street PResident 4-8300 Brooklyn, N. Y.

EXCLUSIVE FACTORY DISTRIBUTORS
AMI · CHICAGO COIN · GENCO · EXHIBIT

BOWLERS

Chicago Coin, United, Bally 1951 Bowlers	Write
Chicago Coin Bowl A Ball	$ 95.00
Bally ABC	295.00
Bally Jet	115.00
C.C. Bull's-Eye	365.00
C.C. Triple Strike	175.00
C.C. Bonus Score	195.00
C.C. Fireball	150.00
C.C. Miami Shuffle	50.00
C.C. Crown	50.00
C.C. Gold Cup	75.00
C.C. Criss Cross Bowler	95.00
C.C. Name Bowler	59.00
United Regulation	295.00
United Select Play	245.00
United Speedy	135.00
United Chief	95.00
United Vogue Targette	250.00
United Venus Targette	175.00
United Comet Targette	150.00
United Targette	125.00
C.C. Deluxe Skee Ball, 11 Ft.	465.00
Genco Deluxe Sk. Ball	395.00
C.C. Tournament Ski Ball	245.00
Genco 6-Player Ski Ball	345.00
Genco 2-Player Ski Ball	345.00

BINGOS

We can supply quantity and price.

PHOTO

Auto Photo M8	$1,795.00
Auto Photo M11	Write

NEW CLOSE OUTS

Kaye Regular Slate Top Bumper Pool
Genco Lucky Seven
United Pool Alley
Genco Circus Guns

MUSIC

AMI G-200 Dual Price Play	$695.00
AMI G-120	630.00
AMI G-80	625.00
AMI E-120	395.00
Back-Ola $1.50	125.00
Seeburg Tear Drop Speakers	12.00

BASEBALLS

C.C. Bull's Eye	$241.00
Wms. Four Bagger	285.00
Wms. King of Swat	195.00
Genco Hi Fly	225.00

MONROE
COIN MACHINE EXCHANGE INC
2423 Payne Ave., Cleveland 14, Ohio [illegible]

DID YOU KNOW that with almost no investment you can supply your locations with GOTTLIEB'S SUPER NEW THRILLER

2-PLAYER SUPER CIRCUS

HOW? Rent SUPER CIRCUS from us! Rental rates are reasonable—Delivery is good! Ask for details.

Write, Phone or Visit Us Now!

SALE! RECONDITIONED 5-BALL GAMES

ACE HIGH	$275	SWEET ADD-A-LINE	$175
AUTO RACE	265	GYPSY QUEEN	170
CLASSY BOWLER	240	SOUTHERN BELLE	170
SCOREBOARD, 4 Pl	215	DIAMOND LIL	140
DERBY DAY	210	STAGE COACH	135
HARBOR LITES	200	DRAGONETTE	135
WISHING WELL	185	GOLD STAR	135
FRONTIERSMAN	185	Wms. ARROWHEAD, NEW	WRITE

NATIONAL COIN MACHINE EXCHANGE
DIVERSEY BLVD Phone [illegible] CHICAGO 14

AMI DISTRIBUTORS
Virginia, for Central and Southern West Virginia and East Tennessee

ATTENTION—Music Operators!
The Fall Season Is Here!

Now is the time to complete your change-over to 45 R.P.M. Contact any of our offices for your requirements either 200, 120 or 100 selection Model "H" Phonographs.

Charleston, W. Va.
625 Ohio Ave.—Dickens 30311

Bristol, Virginia
63 Commonwealth Ave., 1344

ROANOKE VENDING EXCHANGE, INC.
4930 W. Broad St., Richmond, Va. — 87-4221

What About Next Year? (continued)

• *Continued from page 100*

half of their employees." Robert L. Colle, Ann Arbor, Mich.: "Too much depreciation and too many records demanded." Arthur B. Campbell, Campbell Amusements, Ypsilanti, Mich.: "Purchase price is higher than ever along with other costs—competition this year seems keener. The one thing I have been troubled with this year more than in the past is loans to locations—I wish someone would come up with an answer to this problem."

Julius Nelson, Vemco Music Company, Fayetteville, N. C.: "Will have to buy more new juke boxes due to decrease of cutting of 78 r p m. records and record price increase. The above 10 per cent increase is largely due to our never ending efforts in changing to 10-cent play. It has been an uphill fight but I think we have won in our territory." Paul Stanford, Arrow Amusement Company, Charleston, S. C.: "The practical elimination of pinball machines has reduced potential income by about 20 per cent. This so-called extra income was being used to purchase music and other amusement machines."

George F. Stathart, Charleston Amusement Company, Charleston, S. C.: "Due to federal tax on any game giving awards of prizes or cash, our collections are way off. If they bring out something that will take the place of in-line pinball we will be all right. We are in the middle of trying to get every location on 10-cent play. If we can get 100 per cent 10-cent play here we can make it. If not the small operator will have to go." Jacksonville, Fla., operator: "Operating costs are up and we look for further rises on cost of records and parts. Also, prices of living are advancing with no substantial increase in salaries."

M & W Amusement Company, War, W. Va.: "Not making any money and I have to pay too much for new machines. They are too high, cost too much for what I get out of them." Claude Giffin, Griffin Music Company, Edenton, N. C.: "We depend a lot on a military base which it looks like will close in 1958." Seymour Pollak, Tarrytown, N. Y.: "Business definitely very poor. Bars and restaurants crying 'blue murder'."

Joseph Reich, Tannersville, N. Y.: "Since we are in what is considered a luxury business and with money getting tighter all the time and costs still on the increase, there can be one conclusion, and it ain't good. In view of the unusual circumstances of this particular area (the land of pinballs) ours may not be the true picture of the national situation, but nevertheless, we have a good idea of what to expect in the near future."

An Old Time Operator, Newark, N. J.: "Equipment is too high. Operating expenses too high. We need a change. We need State and national organizations to organize and let us know where we stand—we run a legitimate business and the State and federal government should realize it."

Vic Maffio, Canonsburg, Pa.: "1958 will be worse due to high taxes, high prices on games, all expenses continue to rise while the public has less of his income he can afford each year on amusements. I think the factories would do well not to pull the rug from under the operator by making variations on the same game all the time. They ruined the pool table business that way and will probably do the same with the bowling games, altho I think a ball type bowler should become a standard location piece like a juke box."

West New York, N. J., operator: "Altho we anticipate greater gross income, the high cost of operation and equipment will nevertheless reduce our net income despite all our effort to streamline our operation and reduce costs wherever possible. It is imperative that the gross income be increased substantially and that cost of operation be reduced at the same time. The first can be accomplished by getting a higher percentage of the gross play.

"The second by operator co-operatives. Impossible? We feel not if the operators as a whole stop being 'nickel snatchers' and develop into businessmen they should be in handling the multi-million-dollar business of which they are a part. Please note that our equipment is presently 90 per cent at 10-cent play and in most cases we operate either at 60-40 or with front money and minimum guarantee arrangements. Even with this we feel the urgency for some new 'straight thinking' to help our industry to surmount the problems with which we will all be faced in the future."

J. E. Wilson, Modern Vending Company, Newburgh, N. Y.: "People are staying home. The working man gets no overtime and few less are working. When ball games are over will get some increase." Tuscaloosa, Ala., operator: "Taxes and licenses too high. Games not appealing long enough [illegible] too soon. Music prices too high. B[illegible] grade." Winton Brown, McMinnville, T[illegible] equipment cost too high."

Russell C. Brashear, Bowling G[illegible], K[illegible] ernment contract cancellations, labor lay off [illegible] plants, national budget being cut. Army [illegible] personnel, people as a rule are being more [illegible] in spending loose change." E. M. Siger, S[illegible] "Inflation is causing people to spend [illegible] Hope it gets no worse. Just wish [illegible] would recess for five years."

J. Leonard Barnes, Leonard Barnes M[illegible] pany, Selma, Ala.: "Because of the increased [illegible] of doing business I don't see a better year [illegible] All overhead from machines, records, salar[illegible] are much higher. It appears the manufact[illegible] both jukes and games are going too fast. [illegible] leaving the factories with faulty material and w[illegible] manship. Before you get a game or juke [illegible] for it is obsolete to your top spots."

John C. Morton, Bismarck, N. D.: "[illegible] of falling farm income in this pr[illegible] area. Supreme Court decision on pinballs will d[illegible] tually affect operator business in the State." Edward Petek, Ely, Minn.: "Our tourist b[illegible] was down, has affected my business, b[illegible] can't make that up 'no ways'." M. B[illegible], St. C[illegible] M[illegible]: "When in-line games are out of o[illegible] will loose 60 per cent of our income."

Harlan C. Wingrave, Emporia, Kan.: "In this territory I can not foresee anything in the future that will make much change in general [illegible] conditions." Gilbert Bisek, Park Rapids, M[illegible]: "Collections not up but expenses definitely are." [illegible] Minn., operator: "The several government[illegible] tutions are creating more restrictions for the opera[illegible] tor and instituting more taxes and licenses which sets up dual taxation on the same machines."

Fred Norberg, C & N Sales Company, M[illegible] Minn.: "Conditions and prices still going up [illegible] to anticipate better net income while [illegible] are creeping up. Any financing that we do is [illegible] the banks." M. L. Merrett, Frontier M[illegible] Sidney, Neb.: "Money is getting tighter in [illegible] vicinity all the time." Lloyd L. K[illegible], Caps Amusement Company, Inc., Red Wing, Minn.: "M[illegible] too tight with the working people, too many time contracts to meet with the pay check."

Some see no change

Marco Music Company, M[illegible]: "About the same. Not planning on adding [illegible] new equipment. Bought new long bow[illegible] last year. Most are not paying their way. [illegible] amusement machine comes out, can't see an in[illegible] crease." H. C. Creswell & Son, M[illegible], T[illegible]: "[illegible] will depend on the weather and f[illegible] prices as we depend on people of the [illegible] for about 60 per cent of our business."

R. E. Bowers, Automatic M[illegible] C[illegible] chester, Va.: "It's all up to the F[illegible] Board, with right [illegible] we [illegible] better year." W[illegible] Be[illegible] P[illegible] cannot see 1958 as much bet[illegible] the government relieves us on [illegible] de[illegible]." Ed Rukala, M[illegible] Ind.: "Net income will be above [illegible] 200-play juke boxes are too high priced. [illegible] can purchase a good 200 for [illegible] one and receive the same t[illegible]."

Albert L. F[illegible] A[illegible] tions are about the same as l[illegible] lower o[illegible]. All games a[illegible] year." L. E. Sch[illegible], S[illegible] A[illegible] pany, Knapp, Wis.: "I [illegible] my phonographs from 5-10 a[illegible] for a dime and five for a quarter. I [illegible] out many losing money locations. K[illegible] 10-cent play. I made [illegible] h al[illegible] petitors are satisfied to lose money [illegible] keep crying the blues."

Del Bern, Amusement Company, F[illegible]: "In my opinion to get the same [illegible] that I'm getting now will have [illegible] value of my [illegible]ut a[illegible]t 18 [illegible] This is due to the [illegible] the last 20 years I have f[illegible] $10,000 investment [illegible] will get a [illegible] a period of time. If you [illegible] do about the same. I [illegible] games and [illegible] mostly [illegible] value [illegible] tion."

BINGO GAMES
Ready for Location

UNITED
SINGAPORE $43.00
[illegible] 43.00
[illegible] 93.00
[illegible] 98.00
[illegible] PLAY 78.00

BALLY
MIAMI BEACH $110.00
BIG TIME 110.00
[illegible] BEAUTY 210.00
BIG SHOW 375.00
TALENT CLUB 43.00
FROLICS 43.00
BEAUTY 43.00

UNITED and BALLY 14 FOOT BOWLING ALLEYS—$548.00 ea.

T. & L. DISTRIBUTING CO.
1663 Central Parkway
Cincinnati, Ohio
Phone: Main 1-8751

NOW READ THIS

Seeburg
TEAR DROP SPEAKERS ..... $ 11.00
CHROME BOXES (100 sel.) 39.50
AMI D-80, 45 rpm. 265.00
AMI A-40 ..... 70.00
Ue. Sth Inning BASEBALL 150.00
SHOOT THE BEAR RIFLE... 75.00
Wms. ELECTRIC CRANE ... 139.00
Lane CAROUSEL with music 225.00
Deco CAROUSEL 200.00
Groff SHETLAND BROWC .. 275.00
Chicco SUPER JET 175.00
Clown SEE-SAW (large) ... 150.00

Matascope
ROAD TEST DRIVEMOBILE 400.00
PHOTOMATIC 200.00
VOICE-O-GRAPH 200.00
LORD'S PRAYER VENDER . Write
Wurlitzer 1900 ..... 675.00
Keeney DeLUXE CHALLENGE BOWLER 195.00
G-12 Renselaer Miniature Train. 400 Ft. Track, 1 Observation Car, 3 Coaches, 1 Locomotive. Capacity 30. Ready for con. Complete $2,150.00
One Third Deposit.

ODCO, Inc.
100-07 Broadway, Albany 4, N. Y.
Telephone 5-9728

COINMEN YOU KNOW

New York

By AARON STERNFIELD

Sol Lipkin and Nick Melone, of the American Shuffleboard Company, left for Long Beach, Calif., to attend the International Recreation Congress there. . . . Mr. and Mrs. Paul Steckel, Leslie Distributors, spent the weekend at Monticello, N. Y. . . . Dave Lowy, 10th Avenue jobber, has taken up polo. . . . Ed Ristan, of Rock-Ola, was in New York recently. . . . Paul Calamark, of the Bally factory, conducted the service school at Runyon Sales, Hartford, Conn., branch. On hand from Runyon were Irv Kempner and Nat Gutkin.

Murray Kaye, Atlantic-New York, says the Seeburg outlet will hold service school every Monday night, starting September 30. . . . Jack Harkavy, County Enterprises, is in the hospital recovering from an operation. . . . Fred Madden, M&M Vending, bought a summer home in the Catskill Mountains. . . . Hat Lenie is out of the hospital. . . . Moe Mandell, Northwestern Sales and Service, spent a week at Stratford, Conn., attending the Shakespeare Festival.

Denver

By BOB LATIMER

Star Vending Company, Denver distributorship, is undergoing a complete face lifting. The reason is simple, according to L. B. (Andy) Anderson, who has headed up Star Vending for 31 years. "We're branching out into selling the public," he said. "And so far this has been a much more profitable field than selling the operator. Beginning with the sale of new vending and amusement machines for installation in home recreation rooms, and bars, Anderson has branched out into billiard tables which he offers at $227.50

Billiard tables have become a must in many new suburban

(Continued on page 105)

TERRITORY DOWN
↓
200
Late Model
BINGOS
at sacrifice prices.
Write for list
Box 123
The Billboard 1564 Broadway
New York 36, N. Y.

SACRIFICE
Auto Photo, Model 11, like brand new. $7,000.00 cash.
EDWARD WEIL
376 W. Jefferson Louisville, Ky
Phone: Juniper 3-7313

GIVE TO DAMON RUNYON CANCER FUND

BE **FIRST** WITH ***FIRST!***

Progressive Operators look to FIRST for the best Deals on the Best Equipment! New and First-Conditioned . . . all types . . . in stock for prompt shipment! See Us Now!

NEW!! Exhibit's
POP-GUN CIRCUS
Most Daringly Different Target Gun In 15 Years!
It's New! It's Great! It's a Money Maker!

14-FT. BOWLERS
FIRST-Conditioned
Chi Coin BOWLING LEAGUES
Unified BOWLING ALLEYS
Bally BOWLING LANES
Exh. TRU-BOWLERS
FIRST Quality—FIRST Value!
Write, Phone for SPECIAL PRICES!

GREATEST BOWLING GAME IN HISTORY!
Chicago Coin's 16' CLASSIC BOWLING LEAGUE
★ GIANT SIZE 2½ LB. DUCK PIN BALLS—LARGER THAN EVER!
★ GIANT SIZE REALISTIC PINS—LARGER THAN EVER! .
★ GIANT SIZE COLLECTIONS—LARGER THAN EVER!
Now Delivering! BE FIRST with FIRST!

Importers!
BIGGEST AND MOST COMPLETE COIN MACHINE CATALOG!
56 PAGES! FULLY ILLUSTRATED!
Write for Your Copy Today!

HELP! HELP!
WE NEED HUNDREDS of Chicago Coin and United
SHUFFLE GAMES
Send Your List to Us Today!
Cash or Trade.
We Pay Top Prices!

POOL GAMES
Largest selection of FIRST-CONDITIONED equipment. Write for listings and prices.

Kaye Super Deluxe SLATE POOL GAMES
Finest mahogany cabinets. Genuine Slate Tops! Jumbo Plastic Bumpers!
$215

BRAND NEW!
NEW VALLEY 6-POCKET POOL GAMES
Slate or Regular Tops
Write for Price

NEW KAYE ELDORADO 6-POCKET POOL
Luxurious Table for Finest Locations

1st in the USA
FIRST
COIN MACHINE EXCHANGE, INC.
1750 W. NORTH AVE • CHICAGO 22, ILLINOIS • Dickens 2-0600
1st in the USA

200's—THE "TRADE-UP" OPPORTUNITY OF A LIFETIME!—200's

Here's the chance you've been looking for to trade in your 100A's, B's, BL's, G's, R's, 1700's and 1800's!

Upgrade your routes to dime-play earnings with 200-selection phonographs bearing a NEW-MACHINE GUARANTEE. The season's best buy!

NEW-MACHINE PERFORMANCE at LESS THAN NEW-MACHINE PRICES!

REBUILT SEEBURG V-200
with VL-200 SELECTION RECEIVER—type TSR3-L6 Switching through Transistor Type Diode without tubes—priced at only $875.00

AMI SPECIALS
H-200 (Like New) ..... WRITE
G-200 ..... $695

SEEBURG
Wall-o-matic 100
WALLBOXES
$49.50
CHROME COVERS—100 SELECTIONS
Special Volume Prices
Reconditioned—Davis Guaranteed
New Selection Buttons—New Instruction Plates

DEPOSIT REQUIRED

Davis

WORLD EXPORT
WESTERN EXPORT
DISTRIBUTING Corp.
Exclusive Seeburg Distributors
700 Erie Boulevard East, Syracuse 8, N. Y., U.S.A.
Cable Address: "DAVIDS" Phone: GGanite 5-1631

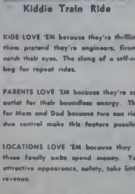
Everyone Loves These Exciting and Colorful

NEW

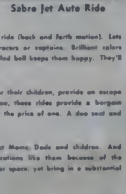
KIDDIE RIDES

Kiddie Fire Engine Ride

Kiddie Tug Boat Ride



Kiddie Train Ride



Sabre Jet Auto Ride

KIDS LOVE 'EM because they're thrilling to ride (back and forth motion). Lots than pretend they're engineers, firemen, racers or captains. Brilliant colors catch their eyes. The clang of a self-controlled bell keeps them happy. They'll beg for repeat rides.

PARENTS LOVE 'EM because they're safe for their children, provide an escape outlet for their boundless energy. Then, too, these rides provide a bargain for Mom and Dad because two can ride for the price of one. A dual seat and dual control make this feature possible.

LOCATIONS LOVE 'EM because they attract Moms, Dads and children. And those family units spend money. Yes, locations like them because of the attractive appearance, safety, take little floor space, yet bring in a substantial revenue.

OPERATORS LOVE 'EM because these rides make it easy to get and hold locations. And they are practically service-free CONTINUED USAGE MEANS GOOD YEAR-AROUND PROFITS.

FACTS ABOUT THESE MONEY-MAKING RIDES

- Rides are made to our exact specifications by a world famous builder of outdoor riding equipment.
- Requires only 28" x 40" floor space.
- All rides use identical bases and are easily removed and replaced with any of the other bodies.
- Only the best mechanism and component parts used.
- Motors and gear by Century.
- Slug rejectors by National.
- Riding time is adjustable from 45 seconds to 3 minutes. At a dime play, choose your take.
- Dual seat makes each ride doubly popular with the kiddies. Two steering wheels permit each to drive.

SIMPLE, EASY BODY CHANGES KEEP LOCATIONS HAPPY, AND THEIR YOUNG CUSTOMERS COMING BACK FOR REPEAT RIDES.

BUILT FROM THE BEST QUALITY MATERIALS BUT PRICED IN THE MEDIUM RANGE.

PHONE, WIRE OR WRITE FOR DETAILS. We're the exclusive Michigan distributor for these quality Kiddie Rides.

KING-PIN EQUIPMENT COMPANY

826 Mills Street, Kalamazoo 21, Mich., Phone: Fireside 5-1151

7624 Fenkell Street, Detroit 28, Mich., Phone: University 3-4770

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

September 30—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.

October 1—West Virginia Music Operators' Association, Inc., quarterly meeting, Board of Directors, State Office, Charleston.

October 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

October 1—Washington Music Merchants' Association, monthly meeting, Seattle.

October 1—Anthracite Music Operator's Association, monthly meeting, Wilkes-Barre, Pa.

October 1—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.

October 2—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka.

October 2—Summit County Music Operators' Association, monthly meeting, Akron.

October 3—California Music Merchants Association, Sacramento Division, monthly meeting, headquarters, Sacramento.

October 3—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland, Ohio.

October 7—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

October 8—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.

October 8—Western Massachusetts Music Guild, monthly meeting, Ivy House, West Springfield.

October 8—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.

October 9—Retail Amusement Association of Canton, Ohio, monthly meeting, office of Elam Music Company, Massillon.

October 10—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

Service School

• *Continued from page 86*

stated that a new class would start in 30 days, after the first class has attended at each of the four distributors' shop rooms.

Operators interested in sending servicemen to the classes were urged to contact any of the four distributors. Names will be added to a general application list and attendance will be on a first-come, first-served basis.

School Free

All expenses for the schools is being borne by the distributors.

In addition to the rotating class for current operator servicemen, the group also hopes to set up a planned program of recruiting new blood into the field.

A skeletal outline of the plan will provide for obtaining graduates from a number of electronic schools in the area to attend a training program. Each student will serve an apprenticeship with each of the four distributors after which he will work with an operator for a period of time.

Having completed a circuit of training, the serviceman will be free to accept a job as a qualified mechanic at any place of his choice.

UNITED

GIVE

the UNITED way

MADE TO YOUR SPECIFICATIONS FOR DEPENDABLE TROUBLE-FREE SERVICE-FREE PERFORMANCE

6-POCKET POOL TABLES

By *Valley*

. . . featuring Entirely New, Tested Mechanism Exclusive Patented "Easy-Count" Scorer!

And for the Best Buy in BUMPER POOLS It's VALLEY, too, of course!

The Tables of "Cadillac Quality"

. . . built to insure years of profitable operating!

Write, Wire, Phone for Details Today!

16th YEAR OF QUALITY PRODUCTS

VALLEY SALES CO

Sales Affiliate of Valley Mfg. Co.
618 Monroe Ave. Kan. City, Missouri
TWinbrook 5-8557

BUY! METAL TYPERS

VENDING ALUMINUM IDENTIFICATION DISC

WHY? 1. LIFE-TIME INCOME 2. TROUBLE-FREE OPERATION 3. ONLY 18"x18"

STANDARD HARVARD METAL TYPER INC

1318 N. WESTERN AVE. CHICAGO 22, ILL. EV 4-3130

Why You Save at GATEWAY!

1. Low Overhead
2. No Fancy Offices
3. Finest Reconditioning
4. Volume Buying

You Get the Lowest Prices and the Best Equipment—Every Time!

FRED MINTER

GATEWAY DISTRIBUTING CO.

3632 W. North Ave. • Dickens 2-1314 • Chicago 47, Ill.

Do You Want to Operate New Gottlieb Games?

In conjunction with our sales of games, we are now offering new GOTTLIEB games on a rental schedule which every operator can afford. This will enable you to supply your trade with the best and latest games at all times, at practically no investment on your part.

Phone or come in and let us give you full details about our rental plan.

This offer good only to operators in the southern half of Illinois and the southern half of Missouri.

MORRIS NOVELTY CO.

3007 OLIVE (Phone: PArkhills 1-0757) ST. LOUIS 3, MO.

Seeburg M 100 C	$485.00
Seeburg M 100 B	385.00
Seeburg M 100 A	175.00
AMI E 80	375.00
AMI 120	395.00
Wurlitzer 1250 (45's)	145.00

WANTED!

PHONOGRAPH MECHANIC

For Our Distributor Organization

Permanent Position—References Required

COVEN MUSIC CORPORATION

3181 North Sheridan Avenue Chicago 13, Illinois

Cable Address: COVENMUSIC

KANSAS DISTRIBUTOR-WURLITZER

Bowling Wall Boxes, V3WA, Dual Credit, 200 Selections. $ 99.50
Seeburg 100 Selection Chrome Wall Boxes 45.00
Wurlitzer 1400 Phonographs. 135.00
Wurlitzer 1800 Phonographs. 675.00
Wurlitzer 1850 F Hi-Fi $295.00
Wurlitzer 1900 Phonographs. 795.00
Wurlitzer 2000 Phonographs. 895.00
AMI E-80 Phonographs 350.00
Seeburg V-200 Phonographs. 695.00
United 14-Pt. Bowling Alleys. 495.00

Immediate Delivery on Williams 2-Player NAPLES and United JUMBO Bowling Alley

UNITED DISTRIBUTORS, INC.
802 W. SECOND WICHITA 12, KANSAS HO 4-6111 HO 4-3504

BINGO SPECIALS
CLEAN GAMES—READY FOR LOCATION

NITE CLUB	$250.00	GAYETY	$60.00
BROADWAY	270.00	SURF CLUB	60.00
BIG TIME	110.00	DUDE RANCH	60.00
GAYTIME	125.00	HI-FI	60.00
MIAMI BEACH	125.00	PALM SPRINGS	60.00
VARIETY	70.00		

Immediate Delivery, ½ Deposit.
FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.
7855 Stony Island Ave. Chicago BAyport 1-1616

NEW ENGLAND OPERATORS:
"Never before in our history could we offer so many great, new, profit-making machines. This is THE year!"
W. S. Redd

NEW—BALLY ABC SUPER BOWLER (8½' Puck)
NEW—CHICAGO COIN CLASSIC BOWLER
NEW—EXHIBIT CIRCUS POP GUN

50 KIDDIE RIDES—JUST LIKE NEW WRITE—WIRE—CALL

WANTED: 1000 New and Used COIN MACHINES FOR EXPORT!
WURLITZER: 2000—1900—1800—1700—1500R—1500—1400
SEEBURG: V-200—B-200—B—C—J
BALLY BINGO MACHINES AND SHUFFLE ALLEYS
GOTTLIEB—WILLIAMS—BALLY 5 BALLS
WILLIAMS '57 BASEBALL, KING OF SWAT, 4 BAGGER, Etc.

Redd DISTRIBUTING CO., 298 LINCOLN ST. ALLSTON 35, MASS. • KI 6-0040
Authorized Distributor for WURLITZER BALLY EXHIBIT

EXCLUSIVE FACTORY DISTRIBUTORS
FOR
UNITED, BALLY, KEENEY, FISCHER and AMI In Wisconsin
DISTRIBUTORS
for UNITED, KEENEY, and FISCHER for Minnesota, N. Dakota, and S. Dakota

GET IN IMMEDIATELY ON THESE OUTSTANDING MONEY MAKERS

NOW DELIVERING
AMI MODEL "H" 200, 120 & 100

- UNITED JUMBO BOWLING ALLEY
- UNITED DELUXE BOWLER
- BALLY CIRCUS
- BALLY ARC SUPER DELUXE BOWLER
- KEENEY "72" CIGARETTE VENDOR
- FISCHER NEW 6 POCKET POOL
- FISCHER NEW 9 BALL POOL TABLE

Better see Paster for Service that's Postar
Always best prices, best terms and best service
PHONE, WIRE OR WRITE

PASTER DISTRIBUTING COMPANY
2227 University Avenue St. Paul, Minn. Midway 6-7901
3601 West Fond Du Lac Milwaukee, Wisconsin Phone: Hilltop 4-5425

COINMEN YOU KNOW

• Continued from page 103

homes, according to Anderson, and they are actually outselling low-priced amusement machines five to one. Consequently, the veteran Deover distributor is building an attractive new showroom to serve as a backdrop for his billiard table operation.

F. B. Strohmeier has purchased a vender route, formerly the property of Acme Vending Company of Denver. Strohmeier will concentrate on bulk vending. . . . Converted bakery trucks would enable future walkway entrances six and one-half feet high have proven an efficient development for Star Coin Machine Company, in servicing its popcorn vending routes. With doors at both front and rear large enough to step in and out easily, much time is saved on the routes in exchanging one machine for another.

Jack Arnold, owner of American Amusement Company, with headquarters in Aurora, has been elected president of the Associated Phonograph Owners' Association, following the resignation of Lee Wyscaver. Named to the post of secretary at the same time was Pete Geritz, owner of Mountain Distributors. The new team of Arnold and Geritz is expected to spark greater co-operation among the 30 members of the group, who meet monthly.

At the August meeting, Lou Williamson, business agent of Local 505, of the Janitor and Maintenance Men's Union, was the featured speaker, discussing the effect of unionization on Colorado phonograph operators and answering questions open-forum style of

(Continued on page 106)

MECHANIC WANTED
Experienced in games and shuffle alleys. Excellent pay . . . steady inside work. Hours —8:30 to 5:00; Saturday—8:30 to 12:00.
Pleasant working conditions
WRITE TO BOX 910
The Billboard
188 W. Randolph St., Chicago 1, Ill.

WE ENGINEER, DESIGN and EQUIP
ARCADES

NOW DELIVERING
"TUSKO"
the all new
ELEPHANT RIDE
Featuring:
Brand - new life - like composition never used before! Realistic elephant skin that fascinates all children! Seat footed. Kids "drive" while sitting in a genuine Indian Howdah!
Approved by National Board of Underwriters.
Napping in our showrooms.
Contact Joe Munves in Philadelphia during the Vending Convention from October 13 thru 16.
HOTEL SHOWING to be announced in next week's ad.

MIKE MUNVES CORPORATION
BEgport 9-6677
177 Tenth Ave., New York 36, N. Y.

SHAFFER MUSIC
HAS THE BUYS

SEEBURG V-200
200 Selections
$849.50
• Using Transistor Type Diode and Selection Switching (WITHOUT TUBES)
• Completely Rebuilt and Refinished by Factory-Trained Mechanics and Electronic Specialists.

SEEBURG 3W1
100 Selection
WALL BOXES
• Chrome Covers
• New Buttons
• New Instruction Plates
• Completely Reconditioned
$49.50

SHAFFER MUSIC
ALWAYS SATISFIES

SEEBURG		WURLITZER	
HF100R	$695.00	1800	$595.00
HF100G	595.00	1650	295.00
M100C	499.50	1500	179.50
HM100A (Hideaway)	149.50	1500A	249.50

AMI

G-200	$695.00
F-120	595.00
E-120	395.00
E-80	350.00
D-40	149.50

WRITE FOR ILLUSTRATED CATALOG

Shaffer MUSIC COMPANY
Is the Coin Machine Business Over 25 Years
Columbus, Ohio 1519 N. High St. AXminster 4-4614
Cincinnati, Ohio 1200 Walnut St. MAin 1-6510
Indianapolis, Ind. 1527 Capitol Ave. MElrose 4-5571

The Industry's Finest Pool Table

Some Distributor Territories Still Available
WRITE—WIRE—PHONE

Eldorado

IRVING KAYE CO., Inc.
1537 Bergen Street Phsidiout 4-8300 Brooklyn, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

• Continued from page 105

Interest to the assembled operators. . . . One new member was added to the association during August, according to Secretary Gertie. He is Pat Ryan, president of Bell Music Company, Denver.

Washington

By DOLORES NEWCOMB

Business is picking up at Kwik Kafa now that summer is over, according to manager James Bowen. He believes this fall will be good, particularly for coffee sales. Bowen is unhappy about a proposed increase in milk price, saying it will squeeze his profits. "I may be sticking my neck out," he claims, "but I think I'll raise milk from 10 to 15 cents." He'll do it cautiously, however, to ward off customer resistance. The usual problems of coin changers will prove expensive, too, he adds.

Funland Arcade has been doing a spotty business because of rainy weather, says Herb Brown. Herb believes this fall will be a good one for the amusement machine industry. . . . Hirsh Machines is operating on full schedule now that vacations are over. Roger Squitiero, treasurer of the organization, says business has been surprisingly good this summer. He anticipates that 1957 will be a good year as a whole.

Detroit

Carl Angott, head of Angott Distributing Company, is back from a vacation with his family near Muskegon in the Upper Peninsula. Phil Jones, who was on the trip earlier in the year, left on vacation, and Madeline Angott, wife of Angott, is now at the pinch-hit for him. Harry Wise, veteran music and coin machine operator, has been appointed salesman in a staff addition at the Parker, former Angott sales manager and now factory representative for Wurlitzer, was back on a visit his old colleagues.

Milwaukee

John Cocking, Automatic Vending, embarked on a campaign to stir interest in coin-operated vending via automobile bumper strip signs. He obtained a supply of the bumper signs from the Coffee Institute and had his firm's name imprinted on them. Sign reads: "For Safety's Sake—Slow Down and Live! Stop for a Coffee Break—Automatic Coffee Service, Inc." . . . Reid Whipple, Wisconsin Bitter field engineer, spent the week here checking with operators at the United, Inc., headquarters.

Get the Locations You Want • Keep the Locations You Get!

Operate POOL TABLES by FISCHER

MORE THAN EVER—

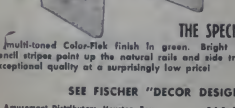
FOREMOST IN QUALITY...

FOREMOST IN EARNINGS...

and Now—FIRST in LOCATION APPEAL with "DECOR DESIGN"!

Here is the newest, most powerful convincer an operator ever had . . . the location's even choice of finish, "unanimous" to location decor! Offer these 3 truly gorgeous "Decor Design" Tables in the IMPERIAL Series and the handsome Fischer SPECIAL. You'll get quick action, because "Decor Design" enhances the plush spots . . . up grades the plain ones, while Fischer playing qualities convert all locations into blue chip money makers! And you're on the profit side of the ledger right at the start with Fischer's low, low prices!

- IMPERIALS equipped with 4 chrome ash trays mounted on rails. Protection, plus extra beauty!
- Score Racks for all 6-Packets shipped unattached. Easily mounted on Table or wall.
- All 6-Packets equipped with 4 top quality cues, set of finest 1-to-15 balls, cue ball, shaker bottle, rally bulb, leg levelers, extra cue chalk, rule card, cue-tip kit.
- Available with Composition or Slate Tops.
- Double Dome or 25¢ Slot.

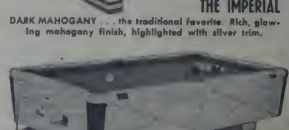


THE SPECIAL

A multi-toned Color-Flek finish in green. Bright red pencil stripes point up the natural rails and side trim. Exceptional quality at a surprisingly low price!

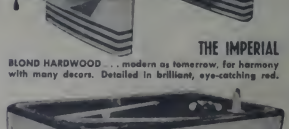
THE IMPERIAL

DARK MAHOGANY . . . the traditional favorite. Rich, glowing mahogany finish, highlighted with silver trim.



THE IMPERIAL

BLOND HARDWOOD . . . modern as tomorrow, for harmony with many decors. Detailed in brilliant, eye-catching red.



THE IMPERIAL

COLOR-FLEK . . . striking new finish, with the dash and flair many locations want. White cabinet, flecked with black; ebony rails and leg bands, accented with silver trim.

SEE FISCHER "DECOR DESIGN" POOL TABLES AT YOUR DISTRIBUTOR NOW!

Amusement Distributors, Houston, Tex.
Amusement Supply Corp., East St. Louis, Ill.
Atlantic New York Corp., Newark, N. J.
Automatic Music Dist., Oklahoma City, Okla.
Badger Sales Co., Inc., Los Angeles, Cal.
Batson Enterprises, Union City, N. J.
Birmingham Vending Co., Birmingham, Ala.
H. M. Bruneau Dist. Co., Louisville, Ky.
C. & W. Dist. Co., Joplin, Mo.
Cleveland Coin Mach. Exch., Inc., Cleveland, O.
Dunis Dist. Co., Portland, Ore.
Dunis Dist. Co., Seattle, Wash.
Dunis Dist. Co., Spokane, Wash.
F.A.B. Dist. Co., New Orleans, La.
Garrison Sales Co., Phoenix, Ariz.
H. E. Vending & Sales Co., Omaha, Neb.
Hermitage Music Co., Nashville, Tenn.
Iowa Bowling & Billiard Supply, Des Moines, Iowa
R. F. Jones Co., Denver, Colorado
R. F. Jones Co., Salt Lake City, Utah
R. F. Jones Co., San Francisco, Calif.
S. D. Lesser Co., Pittsburgh, Pa.
Mayflower Dist. Co., St. Paul, Minn.
Foster Dist. Co., Milwaukee, Wis.
Peach State Music Co., Macon, Ga.
Redd Dist. Co., Inc., Boston, Mass.
Jose Ramoro, Inc., San Juan, Puerto Rico
Sheldon Sales, Inc., Buffalo, N. Y.
Star Coin Machine Service, Chattanooga, Tenn.
Steel Music Co., Durham, N. C.
T. & L. Dist. Co., Cincinnati, Ohio
Toren Dist. Co., Inc., Miami, Fla.
Toren Dist. Co., Inc., Jacksonville, Fla.
University Coin Machine Exch., Columbus, Ohio
Wallace Dist. Co., Mineral Wells, Tex.
W. S. Distributors, Inc., St. Louis, Mo.
W. S. Music Co., Inc., Kansas City, Mo.
World Wide Dist., Inc., Chicago, Ill.

Address All Inquiries to R. W. (Bill) Weikel, Sales Mgr.

FISCHER SALES & MFG. CO. 63 Clinton St., Chicago 6, Ill. • Ph. Spring 4-5514 • Cable Bilwelk, Chgo.

WANTED CUSTOMERS

NO EXPERIENCE NECESSARY AT THESE PRICES

MUSIC

AMI

MODEL 2-120	$349.00

WURLITZER

MODEL 1817	$ 36.00
MODEL 1015—Cobra Pickup	35.00
MODEL 1100	80.00
MODEL 1650	295.00
MODEL 1817—Hideaway	90.00

SEEBURG

WALL BOXES

SEEBURG (CHROME)	$ 40.00
WURLITZER 4811	9.00
WURLITZER 3020, 48 Selec.	8.00
AMI 40 SEL.	5.95

BINGOS

SHOPPED AND READY FOR LOCATION

HAVANA	$ 30.00
CIRCUS	25.00
RIOS	25.00

ARCADE

CHGO. COIN TWIN HOCKEY	$165.00
CHGO. COIN PISTOL	25.00
EXHIBIT SHOOTING GALLERY	85.00
BALLY CHAMPION HORSE	395.00
SMOKE SHOP 9-COL CIGARETTE VENDOR	59.00

BOWLERS

UNITED CLOVER	$ 30.00
UNITED CASCADE	35.00
CHICAGO COIN TRIPLE SCORE	60.00
KISNEY BONUS	45.00

USED

UNITED & BALLY 14 FT. BOWLERS $585.00

½ down, balance C.O.D.

Lane Jones
Lane Jones Co.
1301 North Ashland Ave.
Chicago 22, Illinois

SAVE MORE MONEY
MAKE MORE MONEY
Subscribe to The Billboard TODAY

WANTED!!

BASEBALL GAMES
for
CASH OR TRADE
ON 14 FT. BOWLERS!

PURVEYOR DISTRIBUTING CO.
Better Buys
4222-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

Distributor for
COIN—CANDY—GUM—BALL—SCOTTLINE—PARKER—WILLIAMS—PICTOR VENDING

• USED ARCADE EQUIPMENT

Williams Jet Fighter $125.00
Williams Crane 125.00
Williams King of Swat 150.00
C. C. Twin Hockey .. 195.00
C. C. Miami Shuffle. 39.50
Genco Invader 75.00
Pinto Horse 395.00
Sea-Saw Ride 295.00
Merry-Go Round (Cars) 495.00

TWO CONVENIENT OFFICES TO SERVE YOU BUYER

SPECIAL
MERCURY GRIPPERS
New ..... $24.50 ..... New

Write, Wire, Phone Your Order Today!

Miller-Newmark distributing company
42 Fairbanks N. W.
Atlanta, Georgia
Ga. 6601
5743 Grand River Avenue
Detroit, Michigan
TYler 82230 — 82231

What WORLD WIDE Advertises
WORLD WIDE Delivers!

ALL EQUIPMENT IN STOCK—
READY TO SHIP—READY TO OPERATE!

BINGO GAMES

KEY WEST	$375	BEACH BEAUTY	$210
BIG SHOW	345	MIAMI BEACH	135
DOUBLE HEADER	295	CAYTIME	135
TRADE	275	CAYETY	75
NITE CLUB	245	BIG TIME	145
BROADWAY	245	VARIETY	85

WANT TO BUY—All Types SHUFFLE GAMES—WILL PAY TOP DOLLAR!

ARCADE EQUIPMENT

POLAR HUNT	$245
STATE FAIR	265
CARNIVAL	155
SKY ROCKET	225
PAR SLUGGER	275
CRANE	125
COON HUNT	125

5-BALL GAMES

ACE HIGH	$285
AUTO RACES	245
GLASSY BOWLER	235
HARBOR LITES	195
4-PL MAJESTIC	425
2-PL SEA BELLES	295
2-PL GLADIATOR	265

Write Address
Phone

Terms: 1/3 Deposit, Balance Sight Draft

WORLD WIDE DISTRIBUTORS
Phone EVergreen 4-2166

Memphis Ops

• Continued from page 58

to consider giving scholarships each year which would produce good football players for Memphis State.

Attract Business

He foresaw the move as a public relations effort to help attract more heavy industry to the city, as well as more national interest that naturally surrounds such a program.

He pointed out that crowds which normally attend such events would be of help to Memphis business in general, and especially coin machine operators.

The operators took the mayor's appeal under advisement. The music association already has a charity program in which they are now working with the local crippled children's hospital to furnish every underprivileged child in the city either a wheel chair or crutches, whichever the case may be.

However, some operators at the meeting indicated they would give personally to the Memphis State athletic program for the scholarship fund.

Operators

Memphis operators who attended the meeting were:

Clarence A. Camp, president of Southern Amusement Company; Parker Henderson, general manager, and C. V. McDow, route manager of Southern Amusement Company; Drew Canale, Canale Amusement Company; Jack Canipe and Guy Canipe, Canipe Amusement Company.

Raymond Bailey, route manager of Forsythe Amusement Company; Eddie and June Bodenheimer, Shelby Amusement Company; Johnny Novarese and Joe Cunghi, Popular Tunes Record Shop; Allen Dixon, general manager of S&M Sales Company.

Bob Goad, president of Music Sales Company; E. T. Luckett, Service Amusement Company; Douglas Highfill, Rainbow Amusement Company; Jake Kahn, Tri-State Amusement Company; Jack Emory, Central Amusement Company; Jimmy Rutledge, Ace Music Company.

Mid-South operators: E. V. Womack Amusement Company, Jonesboro, Ark.; George Heard, Heard Amusement Company, Newport, Ark.; Bill Marvel, Marvel Amusement Company, Poplar Bluff, Mo.; Leslie Stafford, Stafford and Williams Music Company, Bernie, Mo.; C. E. Tolliver, Tolliver Music Company, Lepanto, Ark., and Bob Brunner, John and Frank Inc., Marked Tree, Ark.

WANT TO BUY
LATE BINGO GAMES
Must be in A-1 condition.
No Junk Wanted.
Send Your List in at Once
MUST BE LATE GAMES
5-BALL GAMES
Gottlieb's Royal Flush, like new ..... $325.00 Ea.
FRANK SWARTZ SALES CO.
515-A Fourth Ave., S
Nashville 10, Tenn.

OPERATORS!
Your Pool Games Will Bring Top Receipts When Equipped With A
NYACK SLATE TOP
• New Set of ARAMITH Balls • New Live Rubber Rails
• New Imported Cue Sticks
Complete Line of Pool Table Supplies
SEE YOUR DISTRIBUTOR
NYACK SLATE CO., Inc.
80 SO. FRANKLIN ST. • NYACK, NEW YORK
Phone: NYack 7-2464

PROVED PERFECT
by months of field testing!
GENCO'S NEWEST ALL-LOCATION PIECE
HOROSCOPE
FORTUNE-TELLER
Combination Play
HOROSCOPE 10¢
FORTUNE-TELLER 5¢
Vends Authentic
ASTROLOGICAL READING
in Cellophane Wrapped Pellets from Individual BIRTHDATE SELECTOR
ALSO DISPENSES
PLAYER'S FORTUNE
and
ANSWERS QUESTIONS when asked through Realistic
VIBRA-PHONE
Featuring a COMPLETELY NEW VENDING PRINCIPLE
NO ADJUSTMENTS NECESSARY!
COMPACT—25" x 26" x 84" high
FITS ALL LOCATIONS
GENCO MANUFACTURING
Division of Chicago Coin Machine Company
2621 N. ASHLAND AVE. • CHICAGO 14, ILL.

WE URGENTLY NEED

CHICAGO COIN BOWL-A-BALLS | BINGOS | All Makes SHUFFLE BOWLERS with Score Ring

RIDES

BALLY MOOGL 7 $ 1,150.00
BALLY SPACE SHIP 350.00
BALLY MOTOR BIKE 450.00
CAPITAL PALO-MINO HORSE 590.00
SPACARS 2 DRINK 50 $350.00
SPACARS 4-DRINK 25 395.00
MILLS HOT CHOC 175.00
CAPITAL ELBIE $375.00
CAPITAL DEE-DEE 500.00
CAPITAL DONALD DUCK 595.00
LANE LANCER HORSE 400.00

DRINK VENDORS

BEVCO ICE CREAM CUP, 10¢ $ 50.00
BOST-MILLS COF-FEE, MOD. 500 395.00
LANE MIDE AMERICA 1 DRINK DISPENSER 1250.00
CANDUCCI DECCO 4-NOZZLE CANDUCCI 350.00
BS. BIB BRONCO 350.00
C.C. SPACE GRIP 350.00

CIGARETTE MACHINES

NATIONAL 990 .. $ 95.00
NATIONAL 990 ..... 110.00
NATIONAL 994 ..... 100.00
P.M. 5 COL. $ 60.00
LENIGH-11 COL. P.B. 300.00
ELECTRO 6 COL. .. 90.00
BOST MILLS COPPER, 2 SIDE WITH HOT CHOC. ATTACH. $195.00
BOST MILLS COF-FEE, M. H. 360.00

CANDY VENDORS

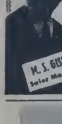
MILLS 5 COL. $40.00
U-SELECT 50.00
VENDALL 5 COL. $80.00
DUBRENIER 5 COLUMN 60.00
VENDALL 5 COL. NEW, Sr 60.10 $120.00

ARCADE EQUIPMENT

ATOMIC BOMBER $150.00
AUTO PHOTO 1,795.00
BALLOONHEAT 395.00
B PL. BASKET-BALL 550.00
C.C. HOCKEY 75.00
CHAMPION HOCKEY 150.00
CHESTER POLLARD FOOTBALL 50.00
C.C. SMAN HOCKEY 395.00
GALE DUPP ..... Write
GALS GUN, 2L 65.00
DRIVE YOURSELF 450.00
EVANS BAT A BALL 150.00
BS. LOVE METERS 50.00
FLYING SAUCER 150.00
QUALBS BENCO GYPSY FORTUNE TELLER, new Write
BENCO GYPSY FORTUNE 150.00
GRANDMA IN GLASS CASE 150.00
MAYOURNESS HEAVY HITTERS 75.00
CHESTER POLLARD VIBRATOR 50.00
JBT PITCH, WHIP, 350.00
KIDDY AIR RIDER 150.00
KIDDY CUB BANKING 150.00
LITE A LEAGUE 70.00
LANE PL. LOVE TESTER 150.00
MIDWAY MOVIES 150.00
MIDWAY PICTURES 50.00
MERC. GRIP LG. MODEL 75.00
MUTO PHOTO-MAT 595.00
MUTO SD $175.00
MUTO VOICE RECORDER 575.00
ORGANIC OF THE ORGANIC OF DAYS 150.00
PANORAMIC 350.00
PITCH'M & BAT'M 175.00
PISTOL, C.C. 75.00
PEPPY ..... Write
RIFLE GALLERY, 2 GUN 125.00
ROCK 'N' ROLL 65.00
SPORTSMEN GUN 100.00
SQUIRT new Write
SILVER BULLETS 150.00
SHOOTING CUP 150.00
SHOOTING GALLERY, 2-G 150.00
SIDEWALLS 150.00
SILVER SPURS 100.00
SILVER GLOVES 195.00
SPEAR THE DRAGON 150.00
WMS. GRAND 150.00
ZINGO 65.00
ZODIAC VENDORS $1.00

10 Shuman's Film Venders, like new, 1 the operator ..... $175.00 each

WURLITZER DISTRIBUTOR



M. S. GIESER Sales Manager

CLEVELAND COIN MACHINE EXCHANGE Inc.
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

Anthracite Ops Meet: Sept. 30

SCRANTON, Pa—The regular monthly meeting of the Anthracite Music Operators' Association will be held Monday (30) at Roth Novelty Company in Wilkes-Barre, Pa.

Group is composed of operators from Wilkes-Barre and surrounding communities. Officers are: President, Benjamin Sterling, Jr.; secretary, Marvin Smith; treasurer, Buddy Hoblack; grievance committee members, Andrew Boyko, Buddy Hoblak, Skeets Aquilina and Fred Shoop.

"THE BEST"

United 14' BOWLING ALLEYS $545
Chi Coin 14' BOWLING LEAGUE 545
Genco STATE FAIR GUN 150
Genco WILD WEST GUN 225
Genco RIFLE GALLERY 150
Genco HI FLY BASEBALL 225
Genco CHAMPION BASEBALL 175
Rooney SPORTSMAN GUN 175
Rooney CROSS COUNTRY 175
Exhibit TREASURE COVE GUN 175
United PIRATE GUN 325
United STAR SUPER SLUGGER 325

BINGOS
Cleaned and Graded
Call or Write for Prices.

UNIVERSITY Coin Machine Exchange
858 No. High St. Columbus 8, OHIO
Tel. AXminster 4-3529

NOW DELIVERING

- United's UPA-100 Phonograph
- United's Jumbo Bowling Alley
- United's Deluxe Bowling Alley
- Williams 6-Pocket Pools
- Williams Naples
- Genco's Lucky Seven
- Exhibit's Popgun Circus

WANTED

SHUFFLE ALLEYS
United—Chicoin—Bally

Any Quantity
CASH OR TRADE

Empire COIN MACHINE EXCHANGE
1312-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2840

GOTTLIEB'S *TWO PLAYER*

SUPER CIRCUS

featuring

ROTO-TARGETS

No doubt about it! Rotating targets are a new concept in skill shooting and timing that present an irresistible challenge to all players. This means more play, more coins and more profit!

A brand new steel door and door frame discourages game abuse and pilferage. Provides lifetime service.

Super Circus provides many other fine features such as 5 pop bumpers that lite alternately; rollovers indicating 10, 30 and 50 point values; 2 flippers and 2 cyclonic kickers; and all the standard Gottlieb features.

See your distributor today!

World's largest manufacturer devoted exclusively to the design and production of amusement pinball machines!

Amusement Pinballs as American as Baseball and Hot Dogs

D. Gottlieb & Co.

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH

The BIG HIT of '57!

I HIT the PINS!... YOU HIT BIG PROFITS!*

*ACTUAL REPORTS PROVE — LARGEST COLLECTIONS OF ANY BOWLING GAME EVER PRODUCED!

chicago coin's *Classic* BOWLING LEAGUE

GIANT BALLS
4½ in. DIAMETER
—2½ POUNDS

GIANT PINS
REALISTIC SIZE
Larger Than Ever Before!

NEW HIGH SCORE
Of The Week Feature!
(Key Controlled)

Choice of 3 Size Cabinets
13 ft. — 16 ft. — 18 ft.
Shipped in 2 sections! Wider Cabinet!
Striped Playfield! Genuine Gutters!

NEW PROFIT MAKING FEATURE!
2 Games for 25¢
Also available as One Game for 25¢
Easily convertible to regular 10¢ play!

chicago coin
MACHINE COMPANY

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

New
GIANT PINS

4-INCH BALLS
QUIET RUBBER BALLS
(HARD BALLS AVAILABLE IF DESIRED)

OFFICIAL BOWLING RULES
11 ft., 14 ft. and 18 ft. long
(4 ft. alley sections may be purchased separately)
SECTIONAL CONSTRUCTION

Big Balls! Big Pins! Big Earnings!

Bally ABC Champion

Free TOURNAMENT PROMOTION KIT WITH EACH GAME

Hefty 4 in. ball actually plows into new fat giant pins . . . creating keenest bowling realism that stimulates continuous repeat play. Fastest pin-set, fastest totalizers, fastest ball-return add up to fastest flow of coins into cash-box. Get your share . . . get ABC CHAMPION today!

Ball hits pins

NOW AT YOUR *Bally* DISTRIBUTOR
SUN VALLEY • ABC SUPER DE LUXE BOWLER • BALLY KIDDIE-RIDES
BALLY MANUFACTURING COMPANY — 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S BRILLIANT NEW

JUMBO

BOWLING ALLEY

SCORES AND PLAYS EXACTLY LIKE REGULATION BOWLING

2 GAMES FOR 25¢ MEANS "JUMBO" EARNINGS

CREDIT UNIT
ACCEPTS UP TO 20 QUARTERS AT ONE TIME FOR FUTURE PLAY

ALSO OBTAINABLE AS ONE GAME FOR 25¢

CONVERTS EASILY TO REGULAR 10¢ PLAY!

NEW REALISTIC ACTION
BIG 4½" COMPOSITION BALL
HITS THE PINS!
(New Extra-Durable Pins)

QUIET SAFE!
NEW Ball-Rack Design cuts speed and noise of ball return . . . prevents pinched or bruised fingers
HIGHLY INSULATED PLAY BOARD AND CUSHIONED BACK BOX ASSURE EXTREMELY QUIET PLAY

NEW STYLE SLIM
STREAMLINED CABINET . . . lighter in weight . . . easier handling
"JUMBO"-STRONG

New DROP-CHUTE MECHANISM
WITH NATIONAL REJECTOR on Pull-Out Drawer for Easier Servicing

ALL MECHANISM LOCATED IN BACK-BOX
with Hinged Insert for Easier Servicing

New LINK-DRIVE BALL-LIFT
Channel-Guided . . . Can't Jump the Track . . . prevents jamming

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR

2 EXPANDABLE SIZES
13 FT. LONG . . . 16 FT. LONG . . . AVAILABLE WITH EXTRA SECTIONS FOR "JUMBO" EXPANSION

New LOCKED-IN BALL GATE . . . Ball positively held back when game is completed

America's finest and most complete music systems

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG
Chicago 22, Illinois
Division of Port Pitt Industries, Incorporated